

Dallas

OCTOBER • 1953





LOOK TO OTIS For Real Service

- ✓ Running and pulling tubing and drill pipe under pressure
- ✓ Calipering tubing and casing internally under pressure
- ✓ Running and pulling Otis Removable Sub-Surface Controls
- ✓ Perforating, cutting off, and plugging tubing under pressure
- ✓ Running bottom-hole pressure bombs; fishing; hydrostatic bailing
- ✓ Drilling gate valves; plugging surface connections under pressure
- ✓ Installing Otis Two-Zone Pumps and Cross-Over Equipment
- ✓ Otis Dry Ice Process for emergency control of high-pressure wells
- ✓ Removable Bottom-Hole Chokes and Regulators • Flow Line and Tubing Safety Valves • "Selective" Landing and Locking Tools

General offices and plant: 6612 Denton Drive, P. O. Box 7206, TWX DL-220, Dallas, Texas, U.S.A. Branch offices throughout the oil country. Authorized export dealers: Otis Pressure Control Export, Inc., 8035 102nd Street, Edmonton, Canada; Servicio Tecnico de Pozos "Otis" C. A., Puerto La Cruz, Venezuela.

OTIS PRESSURE CONTROL, Inc.



McAX makes signs that are "OK" from coast to coast

This porcelain enamel neon sign and valance decorative material is designed and manufactured by McAx for General Motors and its more than 6000 Chevrolet Dealers in its nationwide used car program. These signs have been shipped to every state in the Union and are further evidence that McAx makes signs for firms large and small — nationally and locally — that know and appreciate quality.



ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS

Dallas PIONEERS



Established

1857 Sanger Bros.
In Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Waples-Platter
Company
White Swan Fine Foods

1874 Bolanz &
Bolanz
Real Estate and Insurance

1875 First National
Bank in Dallas
Banking

1876 Lyon-Gray Lumber
Company
Experienced Retailers of
Building Materials

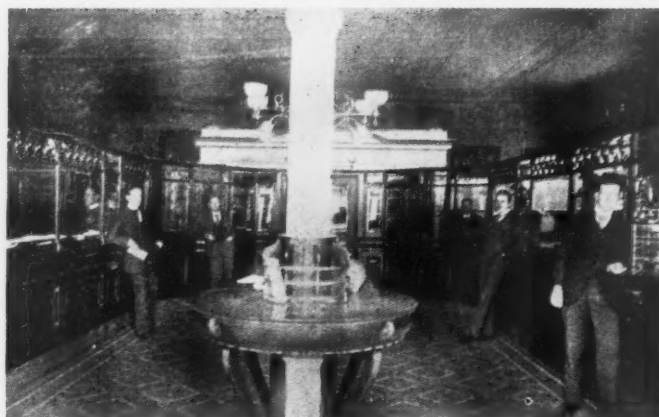
1876 Trezevant &
Cochran
Insurance Managers

1885 Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs

1890 William S.
Henson, Inc.
Advertising Printing

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage



FLORID ornamentation and formal attire accented Dallas banking at the turn of the century as shown by the above photograph* of the interior of the American National Bank of Dallas which appeared in the 1903 issue of: "TEXAS, The Imperial State of America." Copy under the picture designated J. B. Wilson as president and E. J. Gannon as cashier. It also noted: "The directors are among the best and strongest commercial men of Dallas, while the officers are towers of solidity and popularity. This bank is noted for its liberality, yet is conservative and prudent." The American National later became part of the First National Bank which traces its history from incorporation of the Exchange Bank, with a capital of \$60,000, chartered in 1875 by the State of Texas. It was an outgrowth of the private bank of Gaston & Camp, later Gaston & Thomas. In 1887 it became a national bank known as The National Exchange Bank. In 1905, National Exchange consolidated with American National, forming the American Exchange National Bank. This bank in 1930 merged with the City National Bank to form the First National Bank in Dallas. Today in its seventy-eighth year, under the presidency of Ben H. Wooten, The First National Bank in Dallas has a capital and surplus of \$30,000,000 and deposits in excess of 490 million dollars.

*From the Archives of the Dallas Historical Society.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 Smith's Detective
Agency
Burglar Alarm, Fire Alarm,
Radio Patrol Service

1906 Geo. W. Works
and Company
Realtors — Insurers

1907 Tennessee
Dairies, Inc.
Gold Seal Dairy Products

1910 Red Bryan's
Smokehouse
Barbecued Meats

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers



Dallas

October • 1953

VOLUME 32 • NUMBER 10

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

HORACE AINSWORTH Editor
THOMAS J. McHALE Advertising Manager
DANA WARE Editorial Assistant
RITA GOODBERLET Advertising Assistant

Member, Society of Associated Industrial Editors; International Council of Industrial Editors.

CONTENTS THIS MONTH

| | Page | | Page |
|--|------|---|------|
| Washington: Our Wall Against the World | 7 | New Membership Record Set | 18 |
| By DALE MILLER, Representative of the Dallas Chamber of Commerce in the Nation's Capital | | Neiman-Marcus Exposition's Fashion Elegance | 20 |
| Dallas Enters New Phase of Oil Growth | 8 | Baylor Hospital Observes Fiftieth Year | 22 |
| By HORACE AINSWORTH | | Dallas' Theater in Residence | 28 |
| Dallasite Heads Texas' Largest Oil Association | 9 | By JOHN ROSENFELD | |
| Oil Men Stress Public Relations at Dallas Meeting | 10 | Life Saving Mission Attracts Volunteers | 32 |
| Statler Ground-breaking | 12 | Women in Business: Virginia Dupies | 63 |
| Players Open Second Season in Courtyard | 15 | By CLARIBEL THOMPSON | |
| By MARJORIE MONTGOMERY | | Advertisers in This Issue | 72 |
| Chamber Completes Negro Housing Plan | 16 | | |

COMING NEXT MONTH

November's DALLAS features the booming 1953 industrial developments that are paving the way for tomorrow's progress. There'll be ground-breaking and dedications galore.

DALLAS CHAMBER OF COMMERCE

| OFFICERS | DIRECTORS | Cashier—Velma Boswell |
|--------------------|-----------------------|---------------------------|
| President | JAMES W. ASTON | Conventions—Z. E. Black |
| BEN H. WOOTEN | T. E. BRANIFF | Foreign Trade—Roy Jenkins |
| | MAX CLAMPITT | Highway—Tom E. Huffman |
| Vice Presidents | LEO F. CORRIGAN | Industrial— |
| AUSTIN F. ALLEN | FRED DETWEILER | Thomas W. Finney |
| J. L. LATIMER | ARTHUR KRAMER, JR. | William A. Rosamond |
| J. RALPH WOOD | EDW. R. MAHER | Consultant: |
| | JUSTIN S. McCARTY | Richard B. Johnson |
| | JOHN E. MITCHELL, JR. | Information— |
| | W. H. PIERCE | Pauline Foster |
| Vice President and | LAWRENCE POLLOCK | Manufacturers and |
| General Manager | DeWITT T. RAY | Wholesalers: |
| J. BEN CRITZ | BEN SMITH | Mark Hannon |
| | R. L. TAYLOR | Market—Henry W. Stanley |
| | J. C. TENISON | Membership— |
| | | James L. Cabaniss |
| | | Publicity— |
| | | Horace Ainsworth |
| | | Retailers—R. C. Dolbin |
| | | Transportation— |
| | | Sam Goodstein |
| | | F. E. Rice |
| | | Washington Office— |
| | | Dale Miller |

STAFF

General Manager—J. Ben Critz
Assistant Manager—Andrew W. DeShong
Business Manager—Sam Tobolowsky

Advertising rates on application. Subscription rates, \$5.00 per year. Single copies, 50 cents. Foreign, \$6.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallas 2, Texas. Telephone PR-8451. DALLAS is owned and published by the Dallas Chamber of Commerce. Its objective is to assist the Dallas Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to businessmen. Neither DALLAS nor the Dallas Chamber of Commerce stands sponsor for or is committed by the views expressed by authors in these articles.

Your Chamber of Commerce Offers You Many Direct Services

ITS STAFF is prepared to help you in many fields. The following directory is an indication of the services available, and of the proper person to call in each field:

DALLAS CHAMBER OF COMMERCE 1101 Commerce Street Telephone PR-8451

| | | | |
|--|------------------|---|------------------|
| Administration | J. Ben Critz | Highway (routes and conditions) | Pauline Foster |
| Andrew W. DeShong | | Connie Sherman | |
| Agriculture | Z. E. Black | Highways (development) | Tom Huffman |
| Athletics | J. Ben Critz | Industrial development | Tom Finney |
| Aviation | Andrew DeShong | Industrial statistics | Bill Rosamond |
| Business Manager | Sam Tobolowsky | "Key to Buying" | Gussie Sebastian |
| Business Information | Bill Rosamond | Legislation | J. Ben Critz |
| Cashier | Velma Boswell | Manufacturing services | M. E. Hannon |
| Conventions | Z. E. Black | Meetings | J. Ben Critz |
| Civic Affairs | J. Ben Critz | Membership | Jim Cabaniss |
| Dallas-Ft. Worth Metropolitan Area Committee | J. Ben Critz | Membership Services | Jim Cabaniss |
| Dallas Magazine | | Military Affairs | M. E. Hannon |
| Editorial | Horace Ainsworth | Public Relations | Horace Ainsworth |
| Advertising | T. J. McHale | Retail Market | R. C. Dolbin |
| Foreign Trade | Roy Jenkins | Special events | J. Ben Critz |
| | | Transportation | Sam Goodstein |
| | | Wholesale distribution | M. E. Hannon |

AFFILIATES

| | | |
|--|-----------------------------|---------|
| American Fashion Association | Henry W. Stanley | RI-5381 |
| Dallas Fashion Center | Virginia Shaeffer | PR-8451 |
| Dallas Graphic Arts Association | Kennedy England | RI-3985 |
| Dallas Hotel Association | Connie Sherman | PR-8451 |
| Dallas Industrial Service, Inc. | Kennedy England | RI-3985 |
| Dallas Interracial Association | M. J. Norrell | PR-8451 |
| Dallas Junior Chamber of Commerce | Joan Garrity | PR-8451 |
| Dallas Manufacturers & Wholesalers Ass'n | M. E. Hannon | PR-8451 |
| Dallas Real Estate Board | Bill Renick | PR-5109 |
| Dallas Retail Merchants Association | R. C. Dolbin | PR-8451 |
| Southwest Local Air Service Conference | Andy DeShong | PR-8451 |
| Stores Mutual Protective Association | E. P. Carpenter | RA-4853 |
| United States Chamber of Commerce | | |
| Southwestern Division Office | Bill Bird | RI-3558 |

**SERVICE
THAT HELPS
YOU
DELIVER
THE GOODS**

Commercial financing by the FIRST in Dallas. .
partner in your plans for sound growth: expansion
of inventories, facilities and payrolls. Look,
also, to the FIRST for oil, cotton, transportation
and industrial financing.



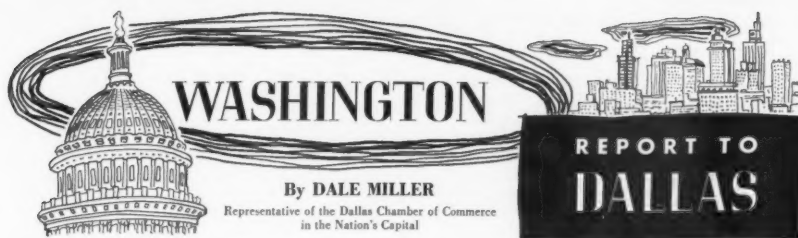
78th year of dependable, personal service

FIRST NATIONAL BANK IN DALLAS

Member Federal Deposit Insurance Corporation



DALLAS • OCTOBER, 1953



Our Wall Against the World

BEHIND the scenes in Washington a political struggle is shaping up for 1954 and the years beyond which may prove of greater significance to the security of the free world than any race against Soviet Russia for superiority in atomic weapons. It will be less dramatic and make fewer headlines than the more spectacular manifestations of the cold war, but it will be of fundamental importance not only to the United States but also to the political and economic destiny of all nations outside of the communist orbit. It has to do with the American policy on foreign trade, a policy which will be determined in the halls of Congress but which will vitally influence the course of world events in the years to come.



DALE MILLER

Now that actual hostilities have come to an end in Korea, and the cold war is leveling off on a plateau of continuing fear and uncertainty, many of the best-informed political observers and economists are taking a fresh look at the world picture and are endeavoring to determine what long-range policies must be adopted by the United States to insure an ascendancy of the free world in the grim and relentless struggle against communism. There is scarcely any division of opinion among them as to the urgent and vital necessity for the breaking down of artificial barriers to trade and for the adoption of enlightened political policies which will stimulate a constantly increasing flow of commerce between and among the free nations of the world. By no other means can the United States develop in its potential allies the strength and stability which can withstand the insidious menace of communism.

World War II came to an end more than seven years ago, and since that time the foreign policy of the United States,

if it can be described as a foreign policy, has palpably failed to accomplish its objective of strengthening and unifying the free world. It has failed to do so because it was unrealistic in its conception, wasteful in its imposition of needless burdens on our own people, and patronizing in its effect on the proud nationals of other countries who were made supplicants of our bounty. It was a "dollar diplomacy," which appeared materialistic and cold, whatever the impulses of generosity which inspired it; and it did not accomplish what it set out to do, because it built up the domestic economy of other nations and then failed to provide for the normal interchange of goods and services between them and ourselves, which was the only means by which those economic gains could be sustained and perpetuated.

These informed critics of American foreign policy generally acknowledge that the Marshall Plan was no doubt necessary when it was first put in operation as an emergency measure following World War II. But through subsequent years, as the Marshall Plan evolved into the Mutual Security Administration, and as the M.S.A. in turn became the Economic Cooperation Administration, the temporary expedient of funneling billions of dollars into foreign lands became a fixed practice, with no long-range and soundly conceived program having been developed to place the economy of the free world ultimately on a firm foundation. No such program exists today, nor is there any evidence that progress is being made in the development of one.

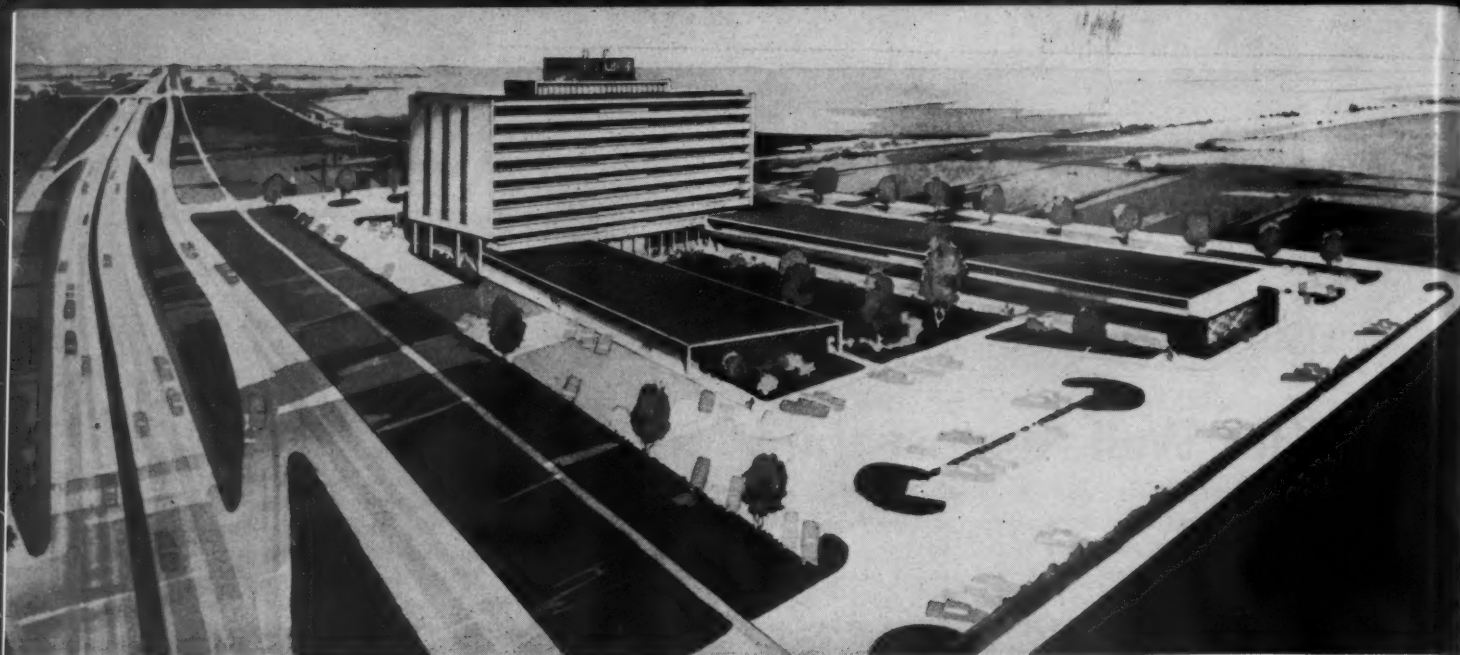
We have accomplished something with our billions, to be sure. We have helped to construct factories and to build transportation systems, and otherwise to invigorate the economic systems of many nations; but while we have helped them to grow and produce, we have at the same time denied them access to the principal and natural markets where they might reasonably expect to trade. Our tariff walls have shut them out, just as they have shut

us in; and these artificial barriers to commerce among free nations could well prove to be, in the years to come, the Achilles' heel of our great objective to secure the peace of the world.

The average American, living as he does in this broad and bountiful land, has little conception of the desperate economic problems which continually confront the heavily populated nations of western Europe. Italy, for example, is less than half the size of Texas, but has six times the population; the British Isles are smaller than New Mexico, but have one hundred times as many people. It is axiomatic that such over-crowded countries can achieve a relatively high standard of living only through world trade, yet the Marshall Plan, which was designed to bring about such a higher standard of living, was never implemented by the adoption of the only foreign trade policy through which that objective was capable of fulfillment.

More than once during the past few years the average American has professed indignation when some recipient of his foreign aid has negotiated a commercial treaty with a communist nation, for trading with the enemy is an offense, of course, against the principle of collective security. And yet a principle, while it can nourish the soul, is poor sustenance for the stomach. A country which has too much fiber for its people, and too little grain, can be expected to hunt a customer who will take some of its fiber in exchange for some grain; and if it can't do business with its friends, it will have to do business somewhere else. The inexorable laws of economic survival will see to that, regardless of the vagaries of political ideologies.

Indeed, there is a body of informed opinion here in Washington that holds the conviction that the perpetuation of our existing economic policies toward other nations is much more likely to lose the rest of the free world than to win it. While our monetary aid has been invigorating the economies of other nations, and thus enhancing their potential as buyers and sellers in world markets, our economic policies have remained so isolationist that we are losing the priceless advantage of capitalizing on the very conditions which our monetary aid was designed to create. This is the battle in the cold war which we cannot afford to lose, yet it is an ironical fact that, although President Eisenhower and his closest advisers seem fully aware of the problem, the isolationist elements of his own party in Congress are tightening their grip on the throat of the free world.



DALLAS' \$3,000,000 OIL CENTER, now under construction adjoining Central Expressway, marks a new concept of building in the oil industry.

Dallas Enters

New Phase of Oil Growth

SOMETIME in July of 1954 Dallas will take another bold step forward to increase even further its stature as the oil headquarters of the Southwest.

The foundation for this new phase of Dallas' expanding importance as a petroleum center has already been laid solidly in Dallas.

Oil is nothing new to the city. Already there are nearly 1,500 firms connected with the oil and gas industry in Dallas.

They include administrative offices for every conceivable phase of the business—from exploration and geological firms whose job it is to find the pools of black gold (and estimate their potential output) to drilling contractors, the men who actually bore deep into the earth in search of the precious crude. From crude petroleum and natural gas producers to the firms that do the refining. From oil pipeline services to equipment, supply, wholesale and retail distribution. All are here.

Financing, equipping, storing, transporting, and directing oil operations have made Dallas the country's only oil capital to rise without a gush of black gold showering the town. America's attention has been focused on one boom area after an-

other with the oil capital running at the heels of each new discovery.

But the oil magnates came to Dallas for a different reason. Field offices had to jump with discoveries, yet a central location was needed for an equipment and operation headquarters. Dallas was a natural choice, with every important oil center in Texas, Oklahoma, Arkansas, Louisiana and New Mexico accessible overnight. Oil men situated in Dallas have found it unnecessary to maintain branch offices that would be needed if their executive offices were not centrally located.

For all these reasons—and for the intangible reason that oil men also happen to like Dallas, as evidenced by the return visits of oil convention after oil convention, year after year—oil firms have moved to Dallas in a never-ending stream. Existing ones expand.

That's why the 1953 "big story" in oil has a dateline of "Dallas."

The news marks a departure in planning "oil headquarters."

The oil industry has taken a lesson from other professions and trades. Just as doctors found that they could serve their patients better by concentrating all the allied fields in one "medical center"—so the petroleum industry will follow suit.

The General American Oil Company Employees Retirement Trust will construct the \$3,000,000 center between Central Expressway and Greenville Avenue at Milton.

Excavation for the nine-story Oil Center already is under way.

Present plans call for a nine-story central building with a one-story wing facing Central and a two-story wing facing Greenville. Expansion to two-story and five-story wings, respectively, can be easily accomplished.

Plans for the entire building are flexible and call for between 165,000 and 300,000 square feet of office space.

The building will be of reinforced concrete construction. The exterior will be of limestone, masonry, terra cotta and glass. A basement under the entire building

By Horace Ainsworth

probably will be used as storage space for tenants.

Year-round air conditioning, automatic elevators and a paved parking space for 400 cars are special features. A 150-foot-square patio between the two wings of the building will add beauty to the modern architecture.

General American Oil Company of Texas will lease the entire one-story wing facing Central Expressway. Space in both the other wing and the central building will be available for lease to other oil and gas companies or firms in allied industries.

The oil center stresses Dallas' role as oil headquarters for the Southwest. Dallas' growth in the oil industry has always been different from the glamorous — but unstable — boom towns.

Shortly after the East Texas Oil Field opened in 1930 Dallas' First National, Republic National and Mercantile National banks established oil divisions to deal specifically with petroleum financing. Banks here have pioneered loans to all segments of the industry. They were quick to see the need for and provide sound oil financing. At one time the three largest banks in Dallas were said to have some \$155,000,000 invested in loans to the oil industry.

Dallas is also an oil publication hub. Here are printed the *Journal of Petroleum Technology*, *Drilling, Petroleum Engineer* and *Drilling Contractor* — technical journals which provide ready sources of information concerning the industry.

Giving daily and weekly oil reports are "Five Star Oil Report," by the Petroleum News Corporation, and "Ira Rinehart's Oil Report" by the Rinehart Oil News Company. Both the *Times Herald* and *Dallas Morning News* produce daily oil pages edited by top-flight oil editors. The *Wall Street Journal* carries across the nation oil stories written in Dallas by writers on the staff of the Southwest edition of the *Journal*, published here.

Dallas houses offices of the American Association of Oil Well Drilling Contractors, the production division of the U. S. Bureau of Mines, the Texas Mid-Continent Oil and Gas Association, the production division of the American Petroleum Institute and the Oil Industry Information Committee.

The new oil center will not have to look long for tenants for its new building. The oil interests of Dallas are many and varied.

Of course, the center can never hope to centralize all of Dallas' oil activities. They are far too vast and have already sank their roots too deep into the entire community.

In less than a century, the U.S. oil industry has developed into one of the great scientific industries of modern times. Millions of dollars have been invested in research plants that are among the most up-to-date and extensive in the world.

The industry got started in 1859 with one major product — kerosine. Today, thanks to research, it markets thousands of petroleum products and the end is not in sight. Right down the line scientific collaboration is putting petroleum to work for the people in new and dramatic ways, day in and day out.

Typical examples of research are bet-

ter gasolines and lubricating oils. These and many other petroleum products now in use were born in the laboratories of years past.

The improvement of gasoline is an outstanding example of progress and conservation through research. If the industry had to depend on processes of 40 years ago it couldn't begin to make enough gasoline to run the 55,000,000 motor vehicles now in use. Moreover, if today's motorist had to depend on the gasoline of those early years, his car wouldn't operate effectively.

Dallasite Heads Texas' Largest Oil Association

HARRY W. BASS, Dallas drilling contractor and independent oil and gas producer, has just been elected president of the Texas Mid-Continent Oil and Gas Association at the second day session of the association's thirty-fourth annual meeting.

Mr. Bass, a one-time bank clerk and oil field tool dresser, became the fourteenth president of the state's oldest and largest organization of oil men.

He was born in Enid, Oklahoma, April 9, 1895, the son of a construction contractor. He leaped into the oil business in 1919 during the early oil boom days in Texas.

Mr. Bass studied banking at the University of Oklahoma and took a job as bank clerk, but the \$330 monthly paycheck of the tool dressers he cashed impressed him more than his own \$100 monthly wage.

HARRY W. BASS



As soon as he learned the duties of a tool dresser, he quit the bank and headed for the oil fields at Ranger. He has remained in the oil business ever since.

Six years later he formed the firm of Champlin and Bass as an oil operator and drilling contractor.

Today the Harry Bass Drilling Company operates 18 rotary rigs on locations stretching from the Rio Grande to Peace River, Alberta.

Mr. Bass originated the first A-frame portable derrick in 1928. It is still in use. He formed the Trinity Gas Corporation in 1939 and was one of the first to build a cycling plant in Texas, a conservation operation in the Long Lake field. Later he built plants in the Grapeland and Sejita fields.

Today Mr. Bass is president of the Wilcox Trend Gathering System, Inc., a 150,000,000 cubic-feet-per-day pipe line which gathers gas from the Wilcox trend of South Texas. Also he heads the Goliad Corporation which is now constructing two natural gasoline plants in South Texas to process 300,000,000 cubic feet of gas per day.

Mr. Bass, a former vice president of the association, is also a member of several petroleum industry organizations, including the American Petroleum Institute, Independent Natural Gas Association, Independent Petroleum Association of America and Texas Independent Producers and Royalty Owners Association.

Mr. Bass and his two sons, both associates in their father's business interest, have lived in Dallas for more than 20 years.



THE MAGIC BARREL of oil produces such diversified products as the anti-freeze held by Eugene McElvaney, lace curtains held by J. L. Latimer, explosives held by J. N. Beasley, Jr., and children's dresses in the hands of George R. Bryant.

At Dallas Meeting

Oil Men Stress Public Relations

THIS month some 200 of the nation's top oil men met at the Hotel Adolphus to discuss a subject very important to them: you.

Their purpose: to find out what you think about them. Their aim: to make you think about them more frequently, more favorably.

Even though you would have to look hard and long to find a group of men more respected or better liked than the oil men of Texas — and especially the oil men of Dallas, they are not taking your friendship for granted.

Oil men greatly value their relations with the American public — particularly the segment concentrated in the Dallas Southwest, a great source of the nation's oil wealth.

Recognizing the city's constant growth as the "headquarters city" of the Southwest's oil industry, the Oil Industry In-

formation Committee — the public relations arm of the American Petroleum Institute — chose Dallas for its North Texas rally of oil leaders.

Principal speakers were J. L. Latimer, president of the Magnolia Petroleum Company; George R. Bryant, vice president of the Texas Company and O.I.I.C. chairman for Texas, and James N. Beasley, Jr., of the Humble Oil and Refining Company and functional vice chairman of the O.I.I.C. for Texas.

Eugene McElvaney, vice president in charge of the oil department of the First National Bank in Dallas, served as toastmaster.

The meeting centered around finding ways to get the 2,000,000 men and women employed in all segments of the oil industry to participate in the O.I.I.C.'s public relations program.

Outlining the purpose of the O.I.I.C., Mr. Bryant said, "The objectives are to show the American people that their best interests, in peace and in war, are served by a free and competitive oil industry.

"In Texas there are probably a million people who are interested in explaining how the free and competitive industry has made one of the most outstanding industrial contributions to the social and material welfare of our country," he stated.

"An employe should be well informed about the issues that confront our industry," Mr. Latimer said. "He should take time to be well read about oil problems. In that way he can help dispel half-truths and prejudices about our business and be in a position to disclose facts and truths.

"We are missing a good bet as businessmen by not using the O.I.I.C. as an instrument for better telling our story to



J. L. LATIMER



GEORGE R. BRYANT



J. N. BEASLEY, JR.

our neighbors," he said.

Another oil company speaker, Mr. Beasley, stressed the oil company employee's "responsibility for defending our business system."

"Officers and managers simply do not have the numerical strength to do the job alone," he said. "To fulfill their responsibility employees need to be informed and to understand the vital part they play in shaping public opinion."

Naturally, the meeting called attention to Oil Progress Week, which invites public attention to oil by literally turning the industry inside-out.

The 1953 theme was conservation, with the slogan, "Oil, at your service."

The observance pointed out what the industry is doing to obtain maximum benefit from its petroleum supplies and what steps it is taking to preserve these resources for future generations.

Dallas' Oil Progress Week tied in with the national observance that found thousands of oil men participating.

Reports were made at luncheons, dinners and other special gatherings. There were special radio and television shows, exhibits, displays, open houses, parades and special editions of newspapers.

In addition, this year — the sixth year the O.I.I.C. has sponsored Oil Progress Week — pamphlets, booklets, leaflets, lapel buttons, banners, billboards and other special materials were used by the oil men to tell their story.

At the Dallas O.I.I.C. meeting, for instance, E. I. du Pont de Nemours & Company presented a premier showing of "The Magic Barrel" in this area.

From a large metal oil barrel, the speaker pulled all the diversified products that come from oil — from delicate synthetic lace curtains to powerful explosives.

"There are few subjects of more interest to the people of Texas than oil," Gov-

ernor Allan Shivers wrote in an article for a Dallas newspaper.

"The oil and gas industries employ millions of people in our state and pay a large proportion of the taxes that support our schools and other essential public services.

"But oil in Texas produces more than wealth and statistics. It produces subject matter for our dreams.

"Within the lifetime of most of us, a lot of these dreams have come true — if not for us, at least for our friends and neighbors. Oil has brought hope into lives that once appeared hopeless.

"The discovery of oil not only has brought in new and vigorous forces; it has stimulated the older activities of the state," the governor said. "Exploration, leasing, drilling, refining and other aspects of the petroleum industry have introduced new people and new purchasing power into the area. Oil dollars have been put into stock, land and hundreds of industries," he said.

The Dallas O.I.I.C. meeting was organized by Stuart Hunt of Empire Drilling

Company and R. L. Atwell, Jr., of Ray Smith Transport Company. Mr. Hunt is Dallas County O.I.I.C. chairman and Mr. Atwell heads O.I.I.C. volunteers in the 12-county North Texas area.

Assisting them were Ralph W. Rager, Oil Well Supply Company; John Terrell, Magnolia Petroleum Company; John Spence, Continental Supply Company; Frank Morrow, British-American Oil Producing Company; O. J. Fister, Oil Well Supply Company; M. Stephens Miranda, Dresser Industries; R. G. Williams, Seaboard Oil Company of Delaware; A. B. Macaulay, Atlantic Oil Refining Company; Dick Kirkpatrick, Sun Oil Company, and R. V. Rea, Humble Oil and Refining Company.

The slogan "Oil, at your service" was particularly appropriate, for there are few industries which exemplify "service" around the clock, year in and year out, more or better than oil.

The average citizen is probably more familiar with service stations than with any other phase of the oil industry. But the oil industry is a big industry, and does a big job.

A recent study by the Oil Industry Information Committee shows there are at least 42,000 separate enterprises in the oil business; excluding service stations, of which there are about 200,000. It points out that it takes literally hundreds of small businesses, medium businesses and large businesses to make up the industry.

Service stations are typically American institutions. Ninety-five percent of them are independent operations — run by local men merchandising brands and products. Service station men can almost be considered chambers of commerce staff helpers. It is impossible to list the number of times they are asked for information about hotels, stores, cafes, good roads, detours and short cuts.

EUGENE McELVANEY





GETTING THE PROJECT off to a good start gave the support of Dallas business and civic leaders to dignitaries of the Hotel Statler. Dallas' Mayor R. L. Thornton, Statler President Arthur F. Douglas and Chamber of Commerce President Ben H. Wooten used a gilded spade for the...

Statler Groundbreaking

... while William L. Marcy, chairman of the Statler board, Fred F. Florence, president of the Cosmopolitan Hotel Association, and John W. Carpenter, president of the Chamber when the Statler was invited to Dallas, used a steam shovel.

Photography by Squire Haskins



TOP Statler officials and Dallas civic leaders, participating in groundbreaking ceremonies for the \$15,000,000 Dallas Statler this month, dramatized the fulfillment of another Dallas dream.

This 1,001-room addition to Dallas hotel facilities involves building one of the largest hotels anywhere in the world during the last quarter century. The 18-story building is expected to be completed during the late summer of 1955. Excavation for the building is now under way. Robert E. McKee of Dallas is the general contractor. This same construction company also built the Los Angeles Statler.

Pointing up the importance of this new link in the Statler chain, almost the entire executive staff of the Statler organization came to Dallas. In addition to the chairman of the board and president, these included: Harold B. Callis, senior vice president and director; Howard F. Dugan, vice president, sales and advertising; Robert L. Sussieck, vice president and treasurer; Robert F. Brydle, vice president, industrial relations; John B. Grande, vice president, food and beverages; John C. Hevenor, vice president and general auditor; W. Randolph Leber, vice president, engineering; James H. McCabe, vice president, West Coast Operations; William H. Callis, assistant vice president, real estate; Joseph P. Richardson, assistant vice president, sales and advertising; William H. Tabler, architect, and Cloyd Laporte, a director.

Following the ground-breaking ceremonies the Statler Organization entertained several hundred Dallas leaders at a reception and buffet dinner at Brook Hollow Country Club. The day marked a preview of Dallas by Statler officials and a preview of the Statler organization by Dallas business men.

Participating in the ground-breaking ceremonies were Mayor R. L. Thornton, Stanley Marcus, John W. Carpenter, Ben H. Wooten, and Fred F. Florence, Dallas civic leaders, and Arthur F. Douglas and William L. Marcy, president and board chairman respectively of the Hotels Statler.

"The Southwest is the economic frontier," said Mr. Douglas in Dallas. "Southwestern business will continue to boom for at least another generation — throughout our lifetime."

Upon completion of the 1,001-room Statler, Dallas will be able to be convention hosts to groups it has had to turn down previously — for lack of guest rooms. (Plans for a new municipal audi-



Our Second **STATLER**

Another major link in Statler Westward expansion — Another major Statler Project entrusted to the McKee Organization.

We have recently completed the \$22,000,000 Los Angeles Statler. Now we begin work on the \$15,000,000 Dallas Statler.

Modern hotel building is an exacting operation. It requires close cooperation between contractor

and client. We are especially proud of the award of this Dallas Statler Contract. It clearly indicates that our working relationship with the Statler construction organization on the Los Angeles project was mutually satisfactory.

We hope to continue to merit the confidence of the Statler organization — and others who are entrusted with the letting of public and private construction projects in the South and West.

ROBERT E. MCKEE

GENERAL CONTRACTOR, INC.

DALLAS • EL PASO • LOS ANGELES • SANTA FE

DALLAS • OCTOBER, 1953

13



OTHER HOTELS officially greeted the Statler's entry into Dallas by honoring officials with a luncheon. Around Howard F. Dugan, vice president in charge of sales and advertising for Hotels Statler, seated right, are Glenn H. Lane, president of the Dallas Hotel Association, Jack Ferrell and Scott Hardy, both of the Texas Hotel Association.



"BUSINESS is going to be good," Arthur F. Douglas, Statler president, said while he was in Dallas. "The people of Dallas should be sincerely grateful for the wisdom, energy, courage, and efforts of the fine men who interested the Statler in Dallas. Of course, you have a wonderful city, but they convinced us of it."



"WE RECOGNIZE our responsibility as neighbors and good citizens," William L. Marcy, chairman of the board of the Statler, stated. "We will try to give you a hotel in the Southwest comparable to our other hotel facilities." Industry trends and population growth were studied before the Statler chose Dallas as the site of its newest hotel.

torium are, incidentally, now being completed.)

The design of the hotel aroused nationwide interest among architects and engineers because it embodies strikingly new building techniques which are expected to influence future skyscraper construction in metropolitan areas.

To be located with the new Dallas Public Library in a block bounded by Commerce, Ervay, Jackson and St. Paul Streets, the Dallas Statler will be the first multi-storied building to make full use of "flat-slab cantilever" construction.

"Employment of the cantilever principle eliminates about half the columns and footings necessary in older type buildings," according to the architect, William

B. Tabler of New York City. Besides lessening costs, he adds, this is of great practical advantage since columns either have to be concealed or, where this is not possible in a public room, given an exterior beautifying treatment. Even when given this treatment they obscure view.

A scale model of the hotel was exhibited at a Statler reception at Brook Hollow Golf Club.

Exterior walls appear to be of glass and aluminum. Actually, however, the hotel will be different from other buildings of this "United Nations" type that have been erected so far. Part of the wall surface that appears to be glass will be of metal treated with porcelain to give a glass-like texture.

The exterior walls will be prefabricated in sections, expediting construction.

Other features of the hotel include a radio-television set in every guest room, air-conditioning throughout the building, new type bathrooms with a "dressing room" atmosphere and radio music in self-leveling elevators.

A banquet area capable of seating 2,000 persons in one group will be the largest single ballroom area in the Southwest. It will seat 400 more persons than any other hotel in Texas, or any west of Chicago.

These facilities, with others already existent in Dallas, will enable the city to take care of the largest meetings and conventions in the country.

AT A RECEPTION at Brook Hollow Country Club for Dallas business leaders, Harold B. Callis, senior vice president and director of the Statler company, talked with Stanley Marcus, co-chairman of the committee that helped bring the Statler to Dallas.



A MODEL of the new hotel was shown by William B. Tabler, architect, to George L. MacGregor, a co-chairman of the Chamber committee that brought the Statler to Dallas. Several hundred guests attended the Brook Hollow Country Club function.



GROUND-BREAKING completed, Mr. Douglas speaks a word of appreciation to Mayor R. L. Thornton, for the friendly reception given the Statler by Dallas citizens. The \$15,000,000 hotel is scheduled for completion in 1955.



Players Open Second Season In Courtyard

By Marjorie Montgomery

THE Courtyard Players, non-professional theatrical group, have just come ship-shape through the reputedly hardest part of the survival struggle: the first year.

The liveliest signs of life are their current campaign aiming to triple their 500 membership and their plans for significant productions this season.

Before the membership campaign began in September half of last year's members had renewed.

Betty Blanchard, managing director, established the Courtyard Players in November, 1952. A graduate of the University of Texas and the Pasadena, California Playhouse, in 1949 she had founded and directed for three years a similar theatrical group in her native Shreveport.

Dallas' old Civic Playhouse, formerly the Lawn Theater, 2918 Oak Lawn, underwent rigid renovation to become The New Playhouse, scene of the Players' accomplishments.

The newest and nation-wide trend to more intimate theater arrangement led to reduction of the old seating capacity of 550 to the New Playhouse's 272. The former 12-foot wide stage was deepened to its present, capacious 28 feet. The proscenium line was softened and brought nearer the audience by curved, casual walk-up brick steps. New dressing rooms backstage were built, plumbing facilities were improved and an elaborate system of stage lighting was installed.

New Orleans flavor best describes the theater decor. Rich red-brick shades dominate the audience area, ceiling and curtain. Wrought iron grillwork frames stage and doorways. Between the box office seating area is a brick-paved courtyard with black iron lamp posts. Patio furniture provides intermission leisure and sets the scene for between-acts refreshment.

Board of directors? Not for the Players. They're a community theater project and



GUIDING THE COURTYARD PLAYERS' second season are, left to right, Miss Betty Blanchard, managing director; Louis Veda Quince, guest director; Mrs. O. E. Blanton, assistant membership chairman, and Mrs. Leonard Green, membership chairman.

pride themselves on functioning through volunteer help from committee chairmen.

Mrs. Norman Handel is coordinating director; Bill Mitchell, set designer, and Frank Slattery, business manager for the Players. Mrs. Leonard Green is membership chairman with Mrs. O. E. Blanton as assistant chairman. Mrs. Larry Gibbard is refreshment hostess and Mrs. Adolph Schmidt, reservations chairman.

Louis Veda Quince and Robert Glenn will alternate as directors this season. Mr. Quince directed the fall season opener this month, "Mister Roberts" and will also direct the Player's November production of S. N. Behrman's "Jane," opening No-

vember 23, for a six-night run. It will star Beth Prather and Rolla Nuckles.

Plays under consideration for the fall and winter season include "Volpone," "Gigi," "The Four-Poster," "The Crucible," "The Climate of Eden," "Jacobowsky and the Colonel" and "The Lady's Not for Burning."

The fall and winter season will consist of five productions including "Mister Roberts." Membership admits the holder to the next four for a total of \$6. Single admission is \$2. The spring season will present three productions for a total of \$4.50 on the membership plan.

A five-night run was the usual length during last year with an average audience of 1000 persons for each production. "Stalag 17" and "Present Laughter" were the biggest hits. Other plays in the season were "Ring Round The Moon," "Country Girl," "Affairs of State," "On Borrowed Time," "East Lynne" and "Sherlock Holmes."

The Playhouse is a veritable showcase of side-line talent among Dallasites engaged professionally in other fields.

Persons in engineering, lumber business, radio and television, advertising agencies, public relations, jewelry, retail ready to wear, tailoring, insurance, and collegians have acted, helped remodel and build sets, worked on costumes, and been in the stage crew for the Playhouse.

"STALAG 17" was a Courtyard Players' hit of last season. Jerry Haynes played Eddie Price, the traitor.





DEDICATION CEREMONIES for Hamilton Park climaxed three years of work to find additional housing sites for Negroes, under the leadership of the Dallas Chamber of Commerce.

Chamber Completes Negro Housing Plan

Photography by Squire Haskins

A NEW subdivision which is to contain between 600 and 700 homes for Dallas Negroes was dedicated Sunday afternoon, October 4.

Sponsored by the Dallas Interracial Association, the multi-million-dollar sub-

MANAGERS of the two associations most vitally concerned were John W. Rice, left, of the Dallas Negro Chamber of Commerce, and M. J. Norrell, of the Dallas Interracial Association.



division is known as Hamilton Park. Covering 173 acres, the addition is located on Forest Lane east of Central Expressway.

Jerome Crossman is chairman of the Interracial Association which has worked for almost three years to provide a residential development for middle-income Negro families. The association was formed as the result of a study made by the Dallas Chamber of Commerce.

Construction on the development was actually begun only recently. Now, construction of the first homes in the area is underway as is the laying of some \$403,500 worth of water mains and sanitary sewer mains. The city recently annexed the area.

Being developed according to the municipal standards set for all new additions, the subdivision will have all modern utilities, proper drainage and paved streets.

Plans call for a park area, a shopping center and a school. Association officers report that a number of churches have

indicated that they would like to relocate their churches in the subdivision.

To protect the residential character of the Hamilton Park subdivision, the area will be subject to Dallas' strict zoning laws.

SUPPORT of the new housing project came from both Dallas newspapers, the Daily Times Herald represented by Dennis Hoover, left, and the Dallas News, represented by Lynn Landrum.



The neighborhood, selected after a long search for the subdivision, is one which has been occupied by Negro families for a number of years. The delay in locating the addition was caused by the necessity for locating a large and a suitable site.

After the association acquired the title to the property, it began making negotiations with the city to extend trunk water and sanitary sewer mains into the area before the city went ahead with other municipal plans which were previously made.

The mains, which are now under construction, are being laid at the expense of the association. Eventually they will revert to municipal ownership.

Negro families may move into the area and purchase homes which have already been built or they may purchase lots and build homes according to their own plans and specifications.

Those given first preference for homes in Hamilton Park are the some 300 Negro families now living south of the present Love Field area. Once the expansion program already authorized begins at the municipal airfield, families now living in the area will be forced to move.

The association's Hamilton Park Addition sales office was opened for business for the first time Monday, October 5, the day following the official dedication of the project.

Mr. Crossman, Dallas attorney and a director of the Dallas Chamber of Commerce, presided over the dedicatory services at which white and Negro civic and religious leaders made short talks. More than 300 persons attended the services at the site in spite of intermittent drizzles and chilling winds.

C. B. Bunkley, Jr., president of the Negro Chamber of Commerce in Dallas, made the keynote speech.

"What we see here today is the result of more than two years' work by members of the Dallas Citizens' Interracial Association," he said. "This came about through the efforts of those who want to make democracy a reality."

The Reverend Marshall Steel of the Highland Park Methodist Church delivered the principal address. He praised the association in its efforts to help provide Negro families with good housing.



LEADERS of the project included Fred F. Florence, left, Jerome Crossman, center, and Ben H. Wooten. Here they are inspecting a detailed street plan of the new addition.

The president of the Dallas Chamber of Commerce, Ben H. Wooten, paid tribute "to the men and women who will live here and raise stalwart citizens."

Mayor R. L. Thornton, who had planned to attend the dedication, was unable to be present. In his behalf, City Councilman W. C. Miller expressed the city's appreciation to the Interracial Association and those individuals who had worked so long and hard for the project.

Catholic Auxiliary Bishop A. Dangelmayr pronounced the invocation at the Sunday afternoon services. Dr. Levi A. Olan of Temple Emanu-El said the prayer of dedication. Fred F. Florence, representing the Interracial Association, made a brief talk and the Reverend Ernest C. Estell of the St. John Baptist Church pronounced the benediction.

The St. John Church choir provided music for the occasion.

THREE speakers on the dedication program talk with a member of the Interracial Association. C. B. Bunkley, Jr., standing left, the Reverend Ernest C. Estell and Dr. Marshall Steel, talk with Louis Hexter, standing right.





MEMBERSHIP WORKERS who won football tickets as awards for signing up new members this month included, left to right, Howell H. Watson, Pat Henry, Jr., A. P. "Pop" Harrison, Leonard Hamzy, and Jim McBride.

NEW MEMBERSHIP RECORD SET

VOLUNTEER membership workers of the Dallas Chamber of Commerce set a new all-time record for recruiting new members this month.

By signing up 844 new members the first nine months of the year, they surpassed the previous record of 720 new members signed up during the whole year of 1951. The goal by the end of 1953 is 1,100.

Jim Randolph was the leading worker for the month. Other top workers included John Smith, Jack Kutner, Larry Newman and A. P. Harrison.

Football tickets to the S.M.U.-Missouri game were presented to committeemen who signed up five or more members during the month. These included Leonard Hamzy, Pat Henry, Jr., Jim McBride, Howell H. Watson, Mr. Newman, Mr. Randolph, Mr. Smith, Mr. Kutner and Mr. Shields.

Listed below are the new members of the Chamber who joined this month. They are shown with their address, type of business and Chamber representative.

Hydraquip Corporation, 3908 Lemon; D. W. Hopkins, sales manager.

Bob White's Barbecue, 7324 Gaston; Robert L. White, owner.

A-B Letter Shop, 4038 Cedar Springs; Adele E. Braeutigam, owner.

C. E. Kennemer, Jr., attorney, 1103 Republic Bank Building.

Wycliff Motel, 4318 Harry Hines; Lawrence George, owner.

Mohawk Motel, 3110 South Buckner; W. T. Ponder, partner.

American Title Company of Dallas, 1014 Mercantile Bank Building; William R. Knight, president.

Walters Drilling Company, 4114 McMillan; C. G. Walters, president.

Industrial Securities Corporation, 717 Texas Bank Building; Irving Manney, president.

Chape Chapin Texaco Station, 5305 Preston Road; Chape Chapin, owner.

Bancook Maintenance Company, 107 Erie; D. F. Bancook, president.

McKee-Thompson & Associates, Inc., 806 Employers Insurance Building; Mack J. McKee, president.

Pope Testing Laboratories, 2618½ Main; R. C. Pope, chemist.

Harrison Employment Service, 318 North St. Paul; Mary C. Harrison, owner.

Royce E. Goodbread Agency, 708 Gulf States Building; Royce E. Goodbread, owner.

Rezolin, Inc., 504 Interurban Building; Hubert F. Nelke, manager.

R. L. Carstarphen, Post Office Box 155.

Parts Wholesale, Inc., 2000 South Akard; Joe Hooper, manager.

Delta Corporation, 2412 Fairmount; A. A. Hulsey, owner.

Ziv Television Programs, Inc., 3928 Greenbriar; Phillip A. Williams, representative.

A-1 Booth Company, 3107 Topeka; J. B. Henderson, president.

National Container Corporation of
(Continued on Page 36)

This is Your Republic...

DIRECTORS

KARL HOBLITZELLE
Chairman of the Board

T. E. BRANIFF
President, Braniff Int. Airways, Inc.

DR. EDWARD H. CARY
Medical Arts Building

WIRT DAVIS, II
Investments

FRED F. FLORENCE
President

R. B. GEORGE
President, R. B. George Equip. Co.

HAMLETT HARRISON
Exec. V.-P., Trinity Univ. Ins. Co.

J. M. HIGGINBOTHAM, JR.
Higginbotham-Bailey Co.

RALEIGH HORTENSTINE
President, Wyatt Metal & Boiler Works

J. C. KARCHER
President, Concho Petroleum Co.

J. L. LATIMER
President, Magnolia Petroleum Co.

W. W. LYNCH
President, Texas Power & Light Co.

B. F. McLAIN
President, Hart Furniture Co.

LEWIS W. MACNAUGHTON
President, DeGolyer & MacNaughton

STANLEY MARCUS
President, Neiman-Marcus Co.

HOMER R. MITCHELL
Chmn. of Bd., Texas Employers Insurance Association

CHARLES R. MOORE
President, Austin Bridge Co.

J. H. PEARLSTONE
President, Pearlstone Mill & Elevator Company

GEORGE HARVEY PENLAND
Chmn. of Bd., S. W. Drug Corp.

LAWRENCE S. POLLOCK
President, Pollock Paper Corporation

J. W. SIMMONS
President, Simmons Cotton Oil Mills

R. L. TAYLOR
Vice-Pres., Sears, Roebuck & Co.

JOE C. THOMPSON
President, Southland Corp.

WILLIAM H. WILDES
President, Republic Natural Gas Co.

STATEMENT OF CONDITION SEPTEMBER 30, 1953

RESOURCES

| | |
|--|-------------------------|
| Cash and Due from Banks | \$157,931,116.94 |
| U. S. Government Securities | 83,216,309.53 |
| State, Municipal and Other Securities | 2,779,693.70 |
| Stock in Federal Reserve Bank | 1,500,000.00 |
| Loans and Discounts | 266,916,549.60 |
| Bills of Exchange and Commodity Loans | 15,283,637.26 |
| Real Estate — New Building and Equipment | 9,129,425.60 |
| Acceptances and Letters of Credit | 13,835,391.89 |
| TOTAL | \$550,592,124.52 |

LIABILITIES

| | |
|---|-------------------------|
| Capital (2,000,000 shares) | \$24,000,000.00 |
| Surplus | 26,000,000.00 |
| Undivided Profits | 5,802,402.19 |
| Reserve for Monthly Dividend, Payable October 1, 1953 | 240,000.00 |
| Reserve for Contingencies | 4,798,009.16 |
| Reserve for Taxes, Etc. | 4,946,160.97 |
| Acceptances and Letters of Credit | 13,940,391.89 |
| Deposits: | |
| Individual | 328,847,301.24 |
| Banks | 124,750,733.91 |
| U. S. Government | 17,267,125.16 |
| TOTAL | \$550,592,124.52 |

★ ★ ★ ★ ★

Assets of the Republic National Company are not included in the above statement.

REPUBLIC NATIONAL BANK
OF DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



MEMBERSHIP WORKERS who won football tickets as awards for signing up new members this month included, left to right, Howell H. Watson, Pat Henry, Jr., A. P. "Pop" Harrison, Leonard Hamzy, and Jim McBride.

NEW MEMBERSHIP RECORD SET

VOLUNTEER membership workers of the Dallas Chamber of Commerce set a new all-time record for recruiting new members this month.

By signing up 844 new members the first nine months of the year, they surpassed the previous record of 720 new members signed up during the whole year of 1951. The goal by the end of 1953 is 1,100.

Jim Randolph was the leading worker for the month. Other top workers included John Smith, Jack Kutner, Larry Newman and A. P. Harrison.

Football tickets to the S.M.U.-Missouri game were presented to committeemen who signed up five or more members during the month. These included Leonard Hamzy, Pat Henry, Jr., Jim McBride, Howell H. Watson, Mr. Newman, Mr. Randolph, Mr. Smith, Mr. Kutner and Mr. Shields.

Listed below are the new members of the Chamber who joined this month. They are shown with their address, type of business and Chamber representative.

Hydraquip Corporation, 3908 Lemon; D. W. Hopkins, sales manager.

Bob White's Barbecue, 7324 Gaston; Robert L. White, owner.

A-B Letter Shop, 4038 Cedar Springs; Adele E. Braeutigam, owner.

C. E. Kennemer, Jr., attorney, 1103 Republic Bank Building.

Wycliff Motel, 4318 Harry Hines; Lawrence George, owner.

Mohawk Motel, 3110 South Buckner; W. T. Ponder, partner.

American Title Company of Dallas, 1014 Mercantile Bank Building; William R. Knight, president.

Walters Drilling Company, 4114 McMillan; C. G. Walters, president.

Industrial Securities Corporation, 717 Texas Bank Building; Irving Manney, president.

Chape Chapin Texaco Station, 5305 Preston Road; Chape Chapin, owner.

Bancook Maintenance Company, 107 Erie; D. F. Bancook, president.

McKee-Thompson & Associates, Inc., 806 Employers Insurance Building; Mack J. McKee, president.

Pope Testing Laboratories, 2618½ Main; R. C. Pope, chemist.

Harrison Employment Service, 318 North St. Paul; Mary C. Harrison, owner.

Royce E. Goodbread Agency, 708 Gulf States Building; Royce E. Goodbread, owner.

Rezolin, Inc., 504 Interurban Building; Hubert F. Nelke, manager.

R. L. Carstarphen, Post Office Box 155.

Parts Wholesale, Inc., 2000 South Akard; Joe Hooper, manager.

Delta Corporation, 2412 Fairmount; A. A. Hulsey, owner.

Ziv Television Programs, Inc., 3928 Greenbriar; Phillip A. Williams, representative.

A-1 Booth Company, 3107 Topeka; J. B. Henderson, president.

National Container Corporation of
(Continued on Page 36)

This is Your Republic...

DIRECTORS

KARL HOBLITZELLE
Chairman of the Board

T. E. BRANIFF
President, Braniff Int. Airways, Inc.

DR. EDWARD H. CARY
Medical Arts Building

WIRT DAVIS, II
Investments

FRED F. FLORENCE
President

R. B. GEORGE
President, R. B. George Equip. Co.

HAMLETT HARRISON
Exec. V.-P., Trinity Univ. Ins. Co.

J. M. HIGGINBOTHAM, JR.
Higginbotham-Bailey Co.

RALEIGH HORTENSTINE
President, Wyatt Metal & Boiler Works

J. C. KARCHER
President, Concho Petroleum Co.

J. L. LATIMER
President, Magnolia Petroleum Co.

W. W. LYNCH
President, Texas Power & Light Co.

B. F. McLAIN
President, Hart Furniture Co.

LEWIS W. MACNAUGHTON
President, DeGolyer & MacNaughton

STANLEY MARCUS
President, Neiman-Marcus Co.

HOMER R. MITCHELL
Chmn. of Bd., Texas Employers
Insurance Association

CHARLES R. MOORE
President, Austin Bridge Co.

J. H. PEARLSTONE
President, Pearlstone Mill &
Elevator Company

GEORGE HARVEY PENLAND
Chmn. of Bd., S. W. Drug Corp.

LAWRENCE S. POLLOCK
President, Pollock Paper
Corporation

J. W. SIMMONS
President, Simmons Cotton
Oil Mills

R. L. TAYLOR
Vice-Pres., Sears,
Roebuck & Co.

JOE C. THOMPSON
President, Southland Corp.

WILLIAM H. WILDES
President, Republic
Natural Gas Co.

STATEMENT OF CONDITION

SEPTEMBER 30, 1953

RESOURCES

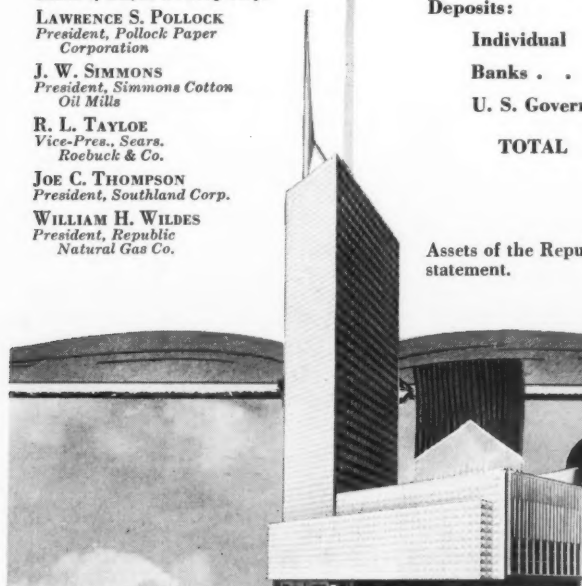
| | |
|--|-------------------------|
| Cash and Due from Banks | \$157,931,116.94 |
| U. S. Government Securities | 83,216,309.53 |
| State, Municipal and Other Securities | 2,779,693.70 |
| Stock in Federal Reserve Bank | 1,500,000.00 |
| Loans and Discounts | 266,916,549.60 |
| Bills of Exchange and Commodity Loans | 15,283,637.26 |
| Real Estate—New Building and Equipment | 9,129,425.60 |
| Acceptances and Letters of Credit | 13,835,391.89 |
| TOTAL | \$550,592,124.52 |

LIABILITIES

| | |
|--|-------------------------|
| Capital (2,000,000 shares) | \$24,000,000.00 |
| Surplus | 26,000,000.00 |
| Undivided Profits | 5,802,402.19 |
| Reserve for Monthly Dividend, Payable October 1, 1953 | 240,000.00 |
| Reserve for Contingencies | 4,798,009.16 |
| Reserve for Taxes, Etc. | 4,946,160.97 |
| Acceptances and Letters of Credit | 13,940,391.89 |
| Deposits: | |
| Individual | 328,847,301.24 |
| Banks | 124,750,733.91 |
| U. S. Government | 17,267,125.16 |
| TOTAL | \$550,592,124.52 |

★ ★ ★ ★ ★

Assets of the Republic National Company are not included in the above statement.



REPUBLIC NATIONAL BANK
OF DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Neiman-Marcus Exposition's

FASHION ELEGANCE

AWARDEE CHARLES JAMES designed this satin and velvet gown presented at the sixteenth annual Neiman-Marcus Fashion Exposition in Dallas.



AGAIN in 1953 the fashion spotlight of the world was focused on Dallas with the sixteenth annual Neiman-Marcus Fashion Exposition.

Dignitaries of the fashion world converged on Dallas from 38 states and five foreign countries to witness the awarding of the "Oscars" of the fashion industry to a pair of French milliners, an Italian creator of sweaters and sweater coats, and two American designers, one noted for clothes of distinction and chic, the other famous for soft, sculptured shoes.

The 2,500 persons who met here for the internationally famous exposition plunked down \$7,000 for tickets with the Dallas Museum of Fine Arts reaping the profits from the two-day exposition.

Gilbert and Helene Orcel, whose creations in French millinery won the acclaim of elegant women of Europe and the Americas, were jointly presented one of the Oscars by Stanley Marcus, president of the specialty store. It was the first of the store's awards presented to a French milliner.

Charles Brega James, whose clientele includes four regulars on the "Ten Best Dressed Women" list, captured one of the coveted awards for his genius in the field of dress designing.

Ben Sommers, credited with bringing the grace and lightness of dancers' feet from behind the footlights onto the sidewalks of America, was the second New Yorker to capture a 1953 fashion award.

From the remote village of Galliate, near Milan, Italy, came the fourth award winner, the Marchesa Olga di Gresy, a handsome Italian noblewoman who has knit her way to fame with beautiful couture sweaters, coats and ensembles.

Gilbert Orcel began making hats about 15 years ago and has remained a pace setter in the business from the very first day.

Mr. Orcel was "discovered" when a hat he had created for his wife to wear to a dinner party was spotted by a director of a fashion museum. The director immediately contracted Orcel to create a dozen miniatures to be shown in the world exposition at Paris that year.

He lives with his attractive wife and four children in a Paris chateau he has spent 10 years refurbishing after it was ravaged by German occupation forces during World War II.

Although Charles James' devoted clients pay staggering prices for his custom clothes, he argues — and shows his accounts to prove it — that his business operates at a fantastic loss.

Mr. James says that the reason he operates at a loss is that instead of developing

and rewarding American designers for original ideas, the American garment industry spends huge sums of money sending buyers abroad for their ideas.

Ben Sommers began his career in the shoe business when at 14 he took a job as a messenger boy with the New York firm of Salvatore Capezio. Since that time he has carried out a tireless campaign to put comfortable and attractive shoes on the feet of every woman and man he comes in contact with.

In his eighth year with the firm, Mr. Sommers became vice president and at the death of the founder of the company Sommers was elevated to the presidency. That was in 1940, 12 years after he took the messenger job. Mr. Sommers was only 26 years old and was called by those in the theatrical shoe business the "philosopher of the soft shoe business."

He recently said that if a shoe is not functionally sound for a dance, "I won't make it for anyone!"

Born a noblewoman the Marchesa Olga Cisa Asinari di Gresy e Casasco found while still a young woman that it would be necessary for her to rely only on the resources of her good taste and intelligence to solve the problem of existence for her and her children.

She opened a small shop in Milan and began making children's dresses, cushions,

ANGUS WYNNE, JR., treasurer of the Dallas Art Association, receives a check for \$7,000 from Neiman-Marcus President Stanley Marcus. Receipts of the two-day exposition went to the Dallas Museum of Fine Arts.



THIS BALL GOWN was designed by Charles James specifically for the Neiman-Marcus Fashion Exposition collection. Edward Marcus, vice president of the store, commented the shows.

artificial flowers and original "cotillon" objects. Later in Rome she met an important jersey manufacturer who gave her a job as artistic director and designer in his Milan factory.

After five years under contract with the manufacturer, Olga di Gresy bought a knitting machine and installed it in a small Milan plant.

In 1942 the war forced Olga di Gresy to move from Milan, so she and her women workers dismantled each knitting machine piece by piece, transported them to the village of Galliate and reassembled them there. The small specialty plant remains there today.

The Neiman-Marcus Fashion Exposition has become an annual highlight of the fashion world and a boon to the rapidly growing industry in Dallas.

A half century ago an eastern newspaper gave Dallas a dubious compliment by referring to Big D as the "world's greatest market for buffalo hides."

Today the fashion industry ranks third among the industries which go into the support of the city. Only aircraft and the combined food and drink processing industries lead the fashion business in volume of sales.

Almost 10,000 Dallasites gain their living through the manufacture of clothing in Greater Dallas. Add to this the unknown number of small factories with offices in Dallas that are situated in small, outlying cities and the employment picture would be even more impressive.

Three years ago a survey showed that more than 25,000 stores in the United States were on the customer list of Dallas manufacturers and jobbers. At that time these stores, coupled with those in Dallas,

bought an estimated \$175,000 of Dallas-produced wearing apparel.

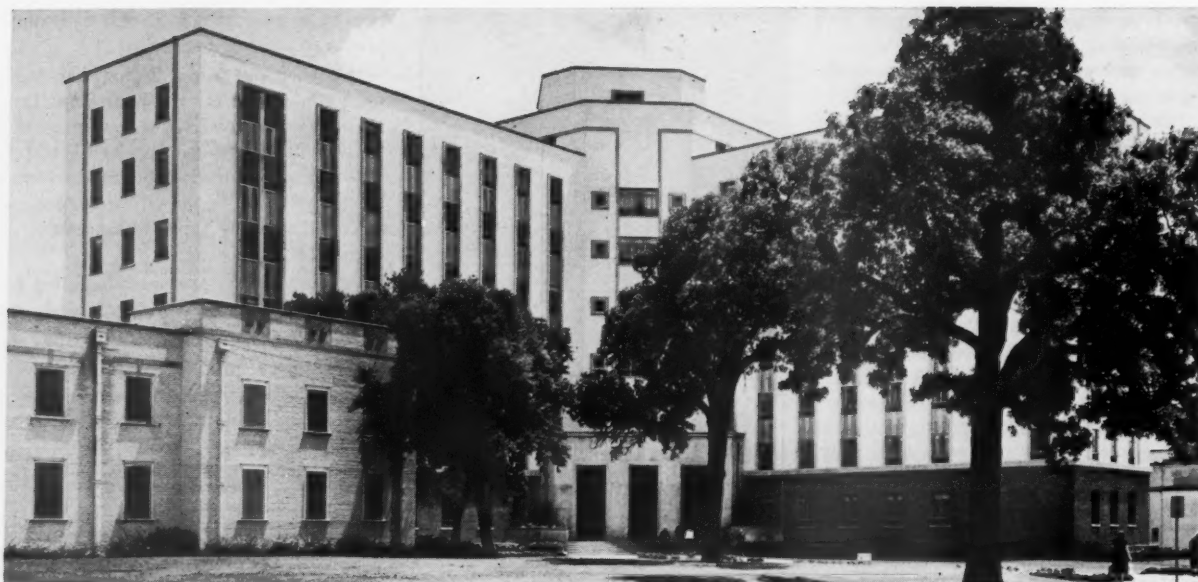
Probably old King Cotton has been most responsible for the huge steps Dallas has taken toward leadership in the fashion field. The availability of cotton and the concentration of railroad and trucking centers in the city worked hand in hand with the rapid advancement of each other.

Actually the apparel manufacturing industry was born in the 1920's with the introduction of a limited number of "home-grown" cotton dresses for housewives. The Southwest gradually increased in its fashion consciousness through the 1930's and bloomed into a center of fashion on a national and international significance in the next decade.

Wearing apparel produced today in Dallas may be bought in leading stores of 4,000 cities in the Americas and Europe. Some 60 firms dealing in women's wear alone gross about \$70,000,000 annually.

THE 32-INCH length fur coat was illustrated in ermine at the Neiman-Marcus Fashion Exposition as one of the season's newest fashions.





BAYLOR'S MOST RECENT ADDITION, the seven-floor Truett Memorial Unit cost \$5,550,000 and includes all 18 of the functional improvements recently recommended by a group of hospital experts for the "Hospital of Tomorrow."

Baylor Hospital Observes Fiftieth Year

THE world's largest Baptist hospital—Baylor University Hospital in Dallas—celebrated its fiftieth anniversary the week of October 11.

The six-day celebration included exhibits at the hospital for the general public and an open house with behind-the-scenes hospital tours daily. The semi-annual meeting of the Baylor University board of trustees was held. A special baby display was set up in the Florence Nightingale Maternity Unit.

The actual anniversary date of the hospital was on October 16. The hospital was formerly known as the Texas Baptist Memorial Sanitarium.

The hospital has admitted more than

600,000 patients during its 50-year history. This year more than 35,000 have been admitted and some 15,000 surgical operations have been performed.

The value of Baylor Hospital is set at more than \$10,000,000.

U. S. Senator Price Daniel was the guest speaker at a banquet held in the Crystal Ballroom of the Baker Hotel on Monday during the golden anniversary. More than 1,000 invitations were issued for it. Dr. W. R. White, president of Baylor University at Waco, presided and Dr. Forrest Feezor, executive secretary of the Baptist General Convention of Texas, gave the invocation.

Reviewing the 50 years of service that

the hospital has given was Dr. Wallace Bassett, pastor of the Cliff Temple Baptist Church in Dallas and a trustee of Baylor. Another trustee, G. H. Penland, paid tribute at the banquet to Charles R. Moore, chairman of the Dallas executive committee of the trustee board. Mr. Moore has given 39 years of service to the board. He was given a gold plaque.

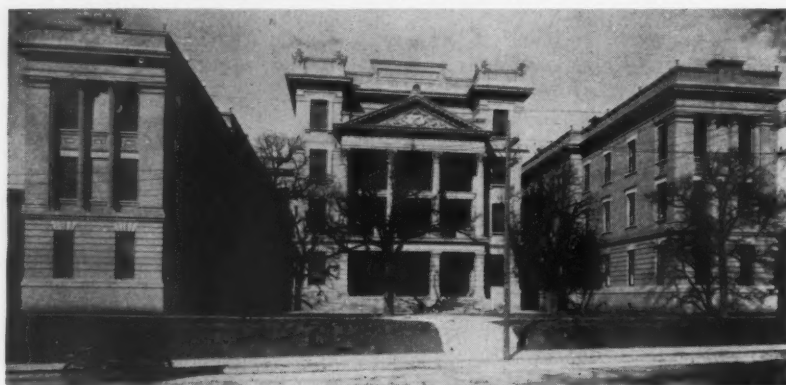
Other events in connection with the anniversary included the release of "Fifty Years of Baylor University Hospital." This 129-page history was written by Dr. Powhatan W. James, a retired Baptist minister and a former Baylor trustee.

A coffee honoring Baylor Nurses' alumnae and an employees' dinner where service awards were presented were given as was a coffee for Baylor Women's Auxiliary.

A portrait of Florence Nightingale painted by an employee of the institution was presented the maternity unit during the week. Babies born there were given a pin reading "I'm a Baylor Baby" and each visitor was given a souvenir memo book containing a brief history of the hospital. Special napkins and tray covers were used on patients' food trays.

Dr. George J. Mason was chairman of the board of directors arrangements committee. Boone Powell is the hospital administrator.

THE OLD BAYLOR was originally chartered in 1903 as the Texas Baptist Memorial Sanitarium. By 1914 the hospital was a well organized and efficiently operated hospital with a bed capacity of 250.



Oil Con-Serves in Agriculture

• Oil-fueled tractors and other oil-fueled machines plus the rapidly-increasing use of insecticides, weedkillers and fertilizers—made wholly or in part from oil-derived chemicals—bring all America bigger crops with less work. The oil industry conserves soil, time and human energy.



Oil Con-Serves For You

True Conservation is the least wasteful withdrawal of needed oil...the greatest possible use of every gallon

Oil Con-Serves in Industry

• Oil and gas make possible the use of many automatic machines that almost run themselves...add years to their useful lives. Because gas and oil supply 62% of our national energy, production per man is many times higher, and our living standards are infinitely better.



Oil Con-Serves in the Home

• In endless ways, oil brings true conservation to the American family. For example: Automatic washers using new oil-derived detergents have banished washday and dishwashing drudgery. Fuel oil and gas brought by pipe line from petroleum fields have succeeded wood and coal for heating and cooking.



Sun Oil Company Phila. 3, Pa.

Pioneering Petroleum's Progress and Better Living for You



New Cadillac Dealership Opens

Village Cadillac, Inc., Dallas' newest Cadillac dealership, has completed a new \$120,000 building at 5460 Preston Road, W. D. (Bill) DeSanders owns the dealership. Built along

contemporary lines, the new building houses a display room, offices, parts department and a service shop. Printz & Brooks, Architects, designed the building and Roland Construction Company was the general contractor.

GORDON HAMILTON has been named manager of Continental Baking Company's Dallas plant and all of the firm's Texas agencies.

STAN RALPH, native of Dallas, will head sales development for the Kawneer Company in the Dallas area. He joined Kawneer in 1950.

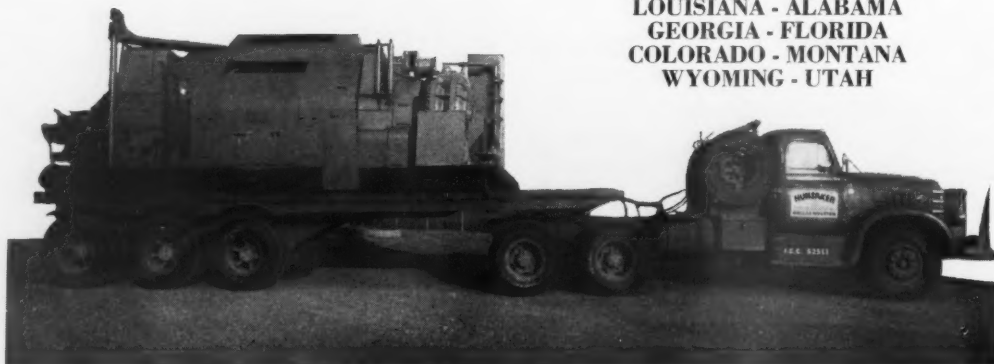
Dallas Police Chief CARL F. HANSON was named one of the nation's seven most efficient police officials in a recent article in *Collier's*.

OIL FIELD HAULING

PIPE LINE STRINGING

OPERATING IN FOURTEEN STATES

TEXAS - OKLAHOMA
KANSAS - NEW MEXICO
ARKANSAS - MISSISSIPPI
LOUISIANA - ALABAMA
GEORGIA - FLORIDA
COLORADO - MONTANA
WYOMING - UTAH



HUNSAKER TRUCKING CONTRACTOR, INC.

11476 Harry Hines Boulevard • Phone ELmhurst 6468

DALLAS • HOUSTON



Gasoline for Sunday driving...or *Natural Gas* to cook next Sunday's roast?

Most people think only of gasolines, lubricants, and fuel oils when the petroleum industry is mentioned. The fact is, practically all oil producers are also natural gas producers. So today the driller of a wildcat, or exploratory well, calls his venture successful if the well discovers either oil or gas.

If it is an oil well, then he has helped to supply the country's increasing needs for oil and oil products; if it is a gas well, he has discovered additional supplies of an efficient, economical fuel for household and industrial use.

The petroleum industry's *development and conservation* of the country's natural gas resources is a practical demonstration of the progress to which Oil Progress Week invites attention.

Beginning with the location of the well, advanced geological and geophysical studies of underground formations aid in the selection of likely oil or gas producing areas, but still the odds

against a wildcat well producing either gas or oil are eight to one.

If a natural gas field is discovered, reservoir engineers immediately begin their studies to determine the best producing methods to conserve the underground energy and to obtain the maximum production for the longest possible time.

If the gas that is discovered is "wet," it is processed in gasoline plants which remove the liquid parts and send them to refineries for further processing into motor fuels and aviation gasolines, or to petrochemical plants to be converted into a long list of useful chemical products, among which are the plastics and synthetic fabrics with which you are so familiar. "Dry" gas, the residue from gasoline plants, and sometimes produced direct from the gas field, is the natural gas that burns in literally millions of homes throughout America and under the boilers of thousands of American industries.

HUMBLE OIL & REFINING COMPANY
HUMBLE PIPE LINE COMPANY



So, whether a wildcat well discovers oil for gasoline or natural gas for the kitchen stove, it adds to the available energy resources of the most highly mechanized nation on earth; it supplies products essential for today's and tomorrow's high living standards; it gives additional strength to measures for National Defense.

OIL PROGRESS WEEK - OCTOBER 11 - 17



Nation's Largest Automatic Baking Plant Serves Dallas

Mrs. Baird's Bread Company's new bakery — the largest and most modern automatic bread baking plant in the nation — is now serving Dallas and the surrounding area. Located at Mockingbird Lane and Central Expressway, the plant includes 140,000 square feet of space under a single roof. At normal operating capacity, the plant produces 1,400,000 pounds of bread per week and at a maximum capacity could turn out 2,000,000 pounds or enough to keep 1,340,000 Texans supplied with normal daily bread needs, according to

Roland W. Baird, vice president and treasurer of Mrs. Baird's Bakeries, Inc., and manager of the Dallas plant. The new plant is the nation's first completely air-conditioned bread baking plant. There is air-conditioned storage space to accommodate 33 railcars of baking ingredients. Design and construction of the Mockingbird Lane plant was under supervision of W. D. (Bill) Baird, vice president. Architect George L. Dahl drew the plans for the bakery and the general contractor was O'Rourke Construction Company of Dallas. The company's first Dallas plant was built in 1928.

New Paint Company. The Bondex Company of Texas, new Texas subsidiary of the 50-year-old Reardon Company of St. Louis, paint manufacturers, has located at 1228 Rock Island Street in Dallas. David H. Moran, president of Reardon, said the new distribution point will offer a full line of Reardon's products for sale in the Southwest. The building is owned by James M. Duncan and lease negotiations were handled by Pete Hawk of Henry S. Miller Company, realtors.

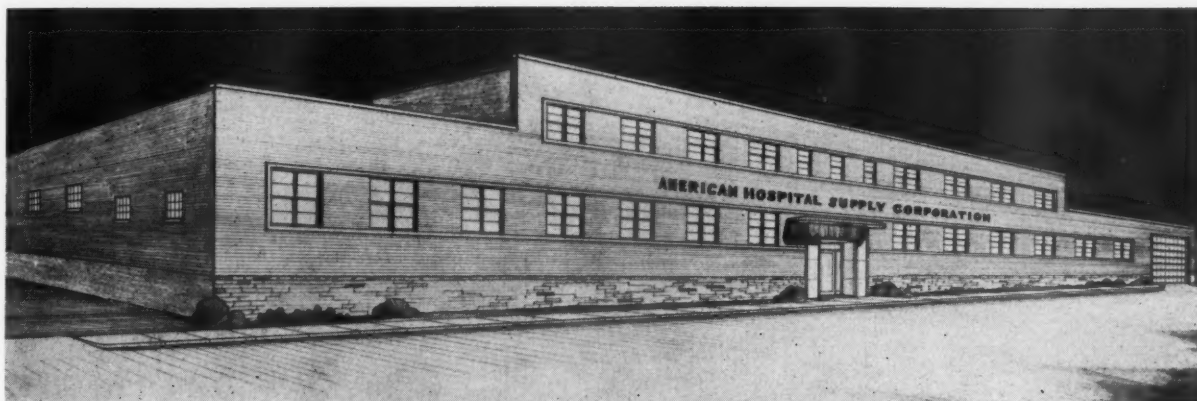
Heads Master Hosts. John B. Malone of the Belmont Motor Hotel of Dallas was named president by 18 charter members of the Master Host Motor Hotels. The new organization, with members from six states and Mexico, calls attention to their establishments as "providing complete hotel services, all motel advantages and resort appeal." They have adopted requirements for membership, including swimming pool, year-round air conditioning and complete hotel services.

Press Club Plans Awards. The Press Club of Dallas will institute a monthly award for the "best individual effort" in the newspaper, radio and television fields in Dallas, Club President Lee Bond has announced. The Press Club also is planning to make an annual award for the best work in the various fields. The club's board of directors will consider the best work of reporters, photographers or radio and television newsmen in making the awards.

HEAVY HAULING?

CALL TEXAS DELIVERY SERVICE

ST-4444



Hospital Firm Builds Dallas Warehouse

The American Hospital Supply Corporation of Evanston, Illinois, has built a new \$250,000 two-story warehouse at 2503 Butler as headquarters for its Dallas Division. From there the company will distribute all types of hospital equipment and supplies throughout a five-state Southwestern region. The ground area is devoted to warehouse space while the entire second floor houses the office staff. The Dallas Division

was formerly located at 2500 Commerce and is managed by E. W. Bangs. The new division offices warehouse contains some 35,000 square feet of floor area and is equipped with three truck docks, two freight car loading ramps and recreation-lunchroom facilities. The new American Hospital Supply Corporation building was designed by Dallas Architect H. Renford Winn. Inge-Hayman Construction Company was contractor.

Blue Front Reopens. The Blue Front Restaurant, 1105 Elm, has reopened after being closed for two weeks for redecoration. Changes in the restaurant include a new floor, air conditioning, more mirrors and repainting.

★

Industrial Employment Up. The Bureau of Labor Statistics has reported an increase of 29,100 in the number of persons employed in factories throughout the Southwest. This brings the number of persons employed in Southwestern factories to 758,800.

Car Rental Firm Expands. Earl Hayes Rental Cars and Trucks has purchased the daily and pool car rental facilities of Gulf Coast Rent-A-Car Truck Company of Dallas. Gulf coast will retain its long-term leasing contracts and will operate under a new name, Arrow Auto Leasing Company.

★

Fire Station Opens. Dallas' Fire Department has opened a new fire station at 8003 Lake June Road, the first fire station in the Pleasant Grove area. The new station was built at a cost of \$101,000.

Dallas Third in Safety. Dallas was the third safest city in the nation among those with a population between 350,000 and 500,000 for the first seven months of 1953, according to a report by the National Safety Council. Dallas ranked behind Denver, first, and Seattle, second.

★

Sponsors Dollar Day. The Pleasant Grove Shopping Center Businessmen's Association has begun sponsoring a dollar day on the first Thursday of each month. Kole K. Kendrick is president of the newly organized association.

• FIRE • CASUALTY • SURETY

FELIX HARRIS & CO.
Insurance

RIO GRANDE BLDG., PACIFIC AT FIELD
PR-8228

• FELIX HARRIS • BEN HARRIS • REX HARRIS • BILL CARTER





LOCATED ON THE FAIR GROUNDS, Dallas' Theater '53 began its current season as soon as the State Fair of Texas closed its biggest exposition.

Dallas' Theater in Residence

By John Rosenfield

ON October 12 a large company of professional actors, mostly from New York but several from Dallas, started rehearsing a play in the auditorium studio of Station WFAA. They were getting into action not only for a play but also for a 30-week season of drama.

In a week they were to occupy their permanent home in Fair Park, the exposition of the year concluded. On November 2 they would be opening the year's activities at the arena playhouse to be called Theater '53 until New Year's Day

when it will haul up another numeral and become Theater '54.

The remarkable thing is that their first sign read Theater '47. So the new season is the eighth. As life spans go in the professional theater an eighth season makes Theater '53 practically institutional.

It may be said, with certainty, that Margo Jones' daring, original and unprecedented experiment with the spoken drama is now an established pattern of civic theater operation. She has not only completed seven seasons but also has balanced earnings and costs.

This is more a goal that Miss Jones set for herself than an obligation. She does not own Theater '53 but is, technically, its hired boss, albeit with a voting place on its board of directors. In effect she runs the place. But the corporation is civic and non-profit and is headed by Oil Geologist Eugene McDermott. On its board are prominent men and women of the community.

They have been willing to give their managing directrix more rope. On several occasions they have raised a purse to improve the operation not because it was needed but because it was progressive and helpful.

Theater '53, moreover, is a direct and lineal successor to the old Dallas Little

Theater that brought a measure of fame and satisfaction to Dallas from 1921 to 1943. But the style, invented by the girl universally known merely as Margo, was different. It appears to peer into the future to meet the needs of a community grown from a city into a veritable metropolis.

Little theater contents itself with giving established plays and affording stage-struck amateurs a chance to act. Margo's theater consists of professional actors. Although her salaries are at the minimum allowed by Actors Equity, many actors of

MARGO JONES



RAMSEY BURCH



stature accept engagement willingly. The work may be harder but the period of employment is longer and, best of all, is guaranteed. The pay adds up at the end of the year to more than an actor expects in New York unless he is fortunate beyond probability.

Margo's second tenet is and has been new plays, plays hitherto unproduced anywhere. These are varied only by the occasional presentation of a classic, usually something by Shakespeare. Her rule of thumb is not to revive a play written within the last half-century. Since theater off-Broadway usually relies upon Broadway hits for repertoire, it can be said that Margo goes at it in the hardest way possible.

But the community has supported her program night in and night out, not excepting two matinees a week. Her audiences have been the first to see six to seven new plays a year and at least two a season that have qualified as dramatic literature.

If one must remain snobbish about Broadway imprimaturs, let it be remembered that eight or nine plays first presented here by Margo Jones have gone to New York after Dallas. "Late Love," a hit of last season, was an October opening in New York.

Theater '53 seats only 198 yet this small capacity is able to carry an economic load of size. It is the biggest little theater in show business and professionals of Broadway understand the finer significance of its achievement better than the constituent Dallasites.

By its example Theater '53 has made itself known and envied throughout two continents. The international exchange of scholars, which sends a parade of Europeans through Dallas all year long, is timed to give the visitors a couple of evenings at Theater '53.

Every production is reported not only in Dallas but also in the trade and fan press of the country. Feature newspaper articles describing the setup and policy have appeared in several languages.

Since the 1920's New York has been drying up as the source of dramatic entertainment for the rest of the country. In our immediate postwar period, New York has become totally unreliable. What was once a suspicion is now a conviction that inland America must make its own theater if it is to have any.

With Margo Jones' Theater '53 Dallas finds itself blessed with a resident theater that is not only successful but also among the most original and innovational theaters of the generation. It is cherished not only for the pleasure it affords but also for the position it gives Dallas among cities.

Specializing in DISTINCTIVE FLOOR COVERINGS

for ★ OFFICES

★ HOTELS

★ RESTAURANTS

★ CLUBS

★ INSTITUTIONS

★ APARTMENT HOUSES

★ THEATRES

★ CHURCHES

CARPETS
FOR THE
CONTRACT
TRADE

RUSSELL

COMMERCIAL FLOOR COVERINGS

1806 Main Street

DALLAS

Telephone RA-3922

NO MATTER YOUR LIFE INSURANCE NEED

*there's a Southwestern Life policy
to meet your requirements*

FAMILY PROTECTION • BUSINESS LIFE INSURANCE

GROUP LIFE INSURANCE

ANNUITIES • PENSION PLANS

Southwestern Life

Insurance Company

JAMES RALPH WOOD, PRESIDENT

HOME OFFICE • DALLAS

Television Turntables *Can Be* Beautiful



A modern television set deserves a modern table.

Chevron tables, made in Dallas, are both beautiful and serviceable. They do not wobble or look makeshift.

Dealers can recommend Chevron tables to the most discriminating... because of their good looks.

Dealers can recommend Chevron tables to the careful buyer... because of their long serviceability.

Chevron tables come both with genuine mahogany wood or with the famous scratch-resistant Micarta top. Micarta looks just like wood finish.

Chevron tables are finished in mahogany and blonde with models for 17" and 21" sets.

Sold through distributors only

Call your distributor or phone us for information

CHEVRON TELEVISION TURNTABLES

Manufactured by


BROWN-ODELL WOODWORKING CO., INC.

1736 South Barry

Plant Phone TR-4349

Dallas, Texas

Downtown Office RA-7001



GOING NORTH?


3 Fine Trains Daily

KATY FLYER
Lv. Dallas Union Station 7:30 am
Lv. Highland Park - - 7:41 am

TEXAS SPECIAL
Lv. Dallas Union Station 6:10 pm
Lv. Highland Park - - 6:18 pm

THE BLUEBONNET
Lv. Dallas Union Station 9:20 pm
Lv. Highland Park - - 9:28 pm

PHONE:
Prospect 0311



THE KATY RAILROAD

NATURAL ROUTE SOUTHWEST

M-3

"A TREASURY OF COLLECTION LETTERS AND IDEAS"

By Trippett

Will solve your tough past-due accounts and collection problems. Guaranteed or money refunded. Price \$2.00 a copy.

THE TRANSPORTATION PRESS

P. O. Box 381

Dallas 21, Texas

FACTORY CAFETERIAS

We operate in your own plant without your space. Fine food at low prices. You are relieved of all detail and bother of operating your own lunch room or snack bar.

INDUSTRIAL FOOD SERVICE

We deliver to your employees daily on a regular time schedule—selected by you. Food and refreshments served from the Foodmobile or mobile serving units going through your plant or office.

LEE BEDFORD

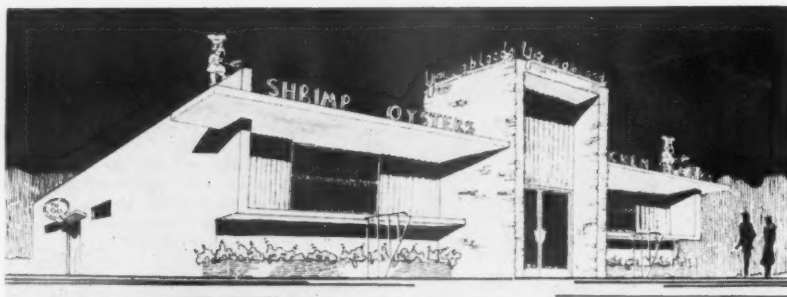
CASA LINDA CATERING SERVICE

11038 Garland Road Phone FA-2746



Mercantile Signs Television Contract

Milton F. Brown, president of the Mercantile National Bank, here signs a 52-week contract for its 9 p.m. Sunday WFAA-TV television show, "I Led 3 Lives," starring Richard Carlson. Seated with Mr. Brown is Phil Williams, Ziv Television representative for this area, producers of the show. Standing, left to right, are George Stevens, WFAA-TV sales representative; Ralph Nimmons, manager of WFAA-TV, and Ray L. Miller, vice president in charge of public relations for Mercantile National Bank. Based on Herbert A. Philbrick's book by the same name, "I Led 3 Lives" will reveal many of the startling truths about Communism in America. Each episode relates Mr. Philbrick's adventures, for nine nerve-racking years, as a counterspy for the Federal Bureau of Investigation. He was the government's surprise witness in testifying before Judge Harold R. Medina. It was his testimony which was instrumental in convicting 11 top Communists. "We feel that every American should be familiar with authentic information about Communism which the show reveals," Mr. Brown stated.



Fair Park Gets New Restaurant

A new Youngblood's Restaurant has opened in Fair Park and will be operated year-round. During the State Fair and Cotton Bowl football games fried chicken will be sold on a "take-out" basis. During the rest of the year, customers may enjoy chicken and other foods inside the restaurant, which will accommodate about 250 persons. The restaurant is at First and Grand. Norman E. (Tiny) Powell is manager. Mr. Powell has been assistant manager of Youngblood's Restaurant at 126 East Colorado.



Every work area is a seeing area!

The first step in improving seeing conditions in most offices is the provision of more light. Equally important, however, is the need for better quality light.

With good light such a relatively small part of office expense, the overhead-minded executive will see to it that his personnel have the right light — for when they see better they work better.

Office lighting planned according to modern standards can pay lasting dividends in health, comfort and increased efficiency.

A lighting engineer will be glad to help you increase the efficiency in your office through planned lighting. Call RA-9321 — no obligation, of course.



DALLAS POWER & LIGHT COMPANY

Electricity is Cheap in Dallas



THREE MEMBERS of the Dallas Volunteer Fire and Rescue Corps work with a woman injured in a fall at boat races held at White Rock Lake this summer.

Life Saving Mission Attracts Volunteers

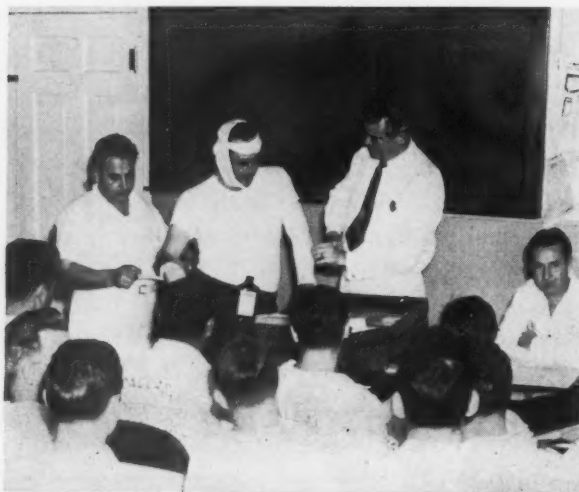
WHEN you hear the wail of an ambulance's siren or the roar of the fire engine in Dallas there is a good chance that not far behind will be two or three autos bearing men clad in white overalls.

These men are members of the Dallas Volunteer Fire and Rescue Corps, an organization of men whose idea of a way to spend the day off seem foolish to some, but very interesting to the volunteers.

Four men got the idea for the rescue corps one night last March while sitting around the Central Fire Station. They saw a real need for emergency equipment to answer multi-alarm fires, drownings and catastrophes of other kinds such as plane crashes, tornadoes.

These men felt that they had seen cases where a life might have been saved if emergency first aid had been available

THESE VOLUNTEERS are learning how to stop the flow of blood when a victim receives a severe head injury. Many such injuries are encountered when answering auto accidents or plane crashes.



INSTRUCTORS SHOW volunteers the technique of using a resuscitator for reviving drowning and electrocution victims.

immediately, without waiting until a police squad reached the scene and called for help.

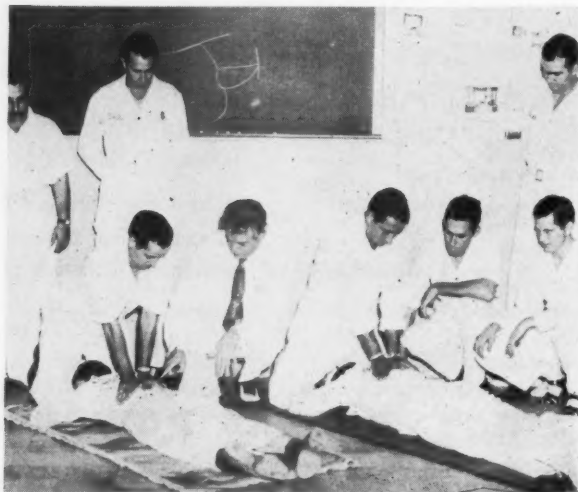
Today the corps has grown to 33 men. Eighteen more applicants are being screened. They answer all fires of two alarms or more, all drownings and, of course, all disasters.

The emergency corps meets every Wednesday night for an hour of intensive training following an hour-long business meetings.

They now make up a unit of Dallas County's Civil Defense program and will begin a drive soon to collect money for the purchase of a completely equipped truck that could take care of casualties of all kinds except a catastrophe of major character.

But until such funds are realized they will continue to answer the calls as individuals in their own automobiles.

TWO RESCUEMEN get instruction in the art of administering artificial respiration. Usually respiration is given by one volunteer while another administers oxygen to the victim.





Keitz & Herndon Increases Staff

Recently joining Keitz & Herndon, producers of animated and live motion pictures, are Howard H. Howland, left, as director of production; Robert E. Rogers, center, as director of photography, and W. C. Woody, Jr., as sales manager. Mr. Howland was formerly production assistant with the Aura Film Company of New York City, working in the production, direction and filming of commercial and dramatic films for television. Mr. Rogers has done work with the WFAA-TV unit and was associated with the Fotovox Film Company of Memphis and Coronet Instructional Films of Chicago before joining Keitz & Herndon. Mr. Woody was formerly with the Dallas office of Grant Advertising as account executive and vice president in charge of television.

Dallas Art Exhibition Begins National Tour

The Dallas National Print Exhibition has begun a year's tour to museums and schools throughout the Southwest. The show was on display at the Dallas Museum of Fine Arts this summer.

The exhibition is sponsored by the Dallas Print Society, which is headed by Calvin Holmes, Dallas businessman.

Nearly 600 artists from various parts of the country submitted almost 1,200 prints. A total of \$2,500 was solicited for prize money.

Following is a list of the donors who contributed purchase prizes:

Dallas Art Association and Dallas Print Society; Dr. and Mrs. James T. Mills and Mr. and Mrs. Richard McLarry; Blanks Engraving Company; Mr. and Mrs. Hubert Foster and Leon A. Harris, Jr.; A. Harris and Company; Mrs. Edwin B. Hopkins; Mrs. Killborn Karcher and Mr. and Mrs. John A. Prather; National Geophysical Corporation; Neiman-Marcus Company; American Institute of Decorators, Dallas Chapter; Contemporary House and Betty McLain Gallery; William S. Henson Company; Mr. and Mrs. Estill Heyser, Jr.; Olmstead-Kirk Company and Sanger Brothers.

Ernst & Ernst Office Celebrates Anniversary

Commemorating their firm's fiftieth anniversary, Dallas office personnel of Ernst & Ernst spent Friday, October 9, with their families at the Dallas Country Club.

The Dallas office, opened in 1915, was the sixth of what now amounts to 62 offices in principal cities of the United States, Canada and Puerto Rico.

The day of recreation and entertainment was followed by the group's attendance at the S.M.U.-Missouri football game in the Cotton Bowl. Ben F. Irby is Dallas resident partner of the firm.

In connection with auditing and tax services, Ernst & Ernst has pioneered in management services in the fields of cost accounting, budgets, financial forecasts, and other management matters.

*

New Dairy Supply Plant. Purchase of three tracts of land on Loop 12 and construction of a brick building to house office and warehouse facilities has been announced by the Brooks Supply Company, with plants in San Antonio, Springfield, Missouri, and Joplin, Missouri. The new building will store paper milk cartons as well as other dairy equipment.

Kenneth isn't a
Kibitzer!



He just doesn't have
"Continuous Vision"

When your vision is interrupted—when you're forced to adopt unnatural head positions in your effort to see clearly—you don't enjoy "continuous vision." If you'd like to see easily at all distances, see your doctor. His prescription for Continuous Vision Lenses will help you to see *youthfully*—and look youthful. Let us fill your prescription with the care that insures satisfaction. We offer a wide choice of attractive frames.

"The Prescription House for the
Eye Physician"

SYLVESTER'S
Dispensing Opticians

Phone RA-6968

308 Medical Arts Building Dallas

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management

1225 Mercantile Bank Building
PHONE RI-9349—DALLAS

Alex D. Hudson James S. Hudson
Alex D. Hudson, Jr.

Fully-Paid Investment Certificates Issued

\$100 to \$10,000

Insured by Federal Savings and Loan
Insurance Corporation, Washington, D.C.

**METROPOLITAN BUILDING
& LOAN ASSOCIATION**
1400 MAIN STREET RI-5103



Minneapolis-Honeywell Opens New Dallas Building

A new 13,000-square-foot, one-story office building has been completed by the Dallas regional office of Minneapolis-Honeywell Regulator Company on the recently-opened north section of the Central Expressway. The new Honeywell office was built by McFadden & Miller, general contractors. Latham White, A.I.A., was the architect and Trammell Crow is the owner. It is the first office building completed on the 50-mile-per-hour highway north of Mockingbird Lane and less than five minutes from downtown Dallas. Minneapolis-Honeywell, world's largest manufacturer of control equipment for residen-

tial and industrial uses, serves eight Southwestern states from the Dallas regional offices. The new building will also house headquarters for Honeywell's branch sales office serving Northern Texas and Northern Louisiana. Sixty-five employees will occupy the new building — when the company first opened a Dallas office in 1935, it employed six persons. The new building features an electronically-controlled three-zone heating and air conditioning system. A high-intensity lighting system and a gray-green color scheme is used throughout the building. Honeywell's regional manager in Dallas is Fred C. Brandt.

FREDERICK O. HORNE, formerly of Los Angeles, has been named manager of Continental Can Company's Southwestern paper container sales office in Dallas.

ALAN D. TRAVIS has been named assistant manager and buyer of the boys' and students' department at E. M. Kahn's Lamar Street department store.

New truck sales manager for Doran Chevrolet, Inc., is MERL HARTSFIELD, Air Force veteran with seven years experience in this work.

long term mortgage loans

- ★ FHA
- ★ STRAIGHT GI
- ★ CONVENTIONAL

residential income properties

American

INVESTMENT

Dallas

A LEADER IN

TEXAS

General

CORPORATION

Texas

LIFE OF AMERICA BUILDING

MORTGAGE BANKERS

PHONE PR-6361



GENERAL AMERICAN OIL COMPANY

OF TEXAS

A. H. MEADOWS, *Executive Board Chairman*

M. E. WILSON, *President*

BELL GENERAL PIPE LINE COMPANY

REPUBLIC BANK BUILDING

DALLAS, TEXAS





STOCK FORMS available ready for imprinting...

- W-2 Forms and Envelopes
- Repli-Memos
- Bills of Ladings
- Salesmen's Contact Reports
- Voucher Checks
- Purchase Orders

It will pay you to investigate
Rogersnap's service. Write, wire
or phone RI-5816.

ROGERSnap TELEPHONE
RI-5816
BUSINESS FORMS

139 Howell St.
Dallas, Texas

ROGERS PRINTING CO. In The Trinity Industrial District

"THE LARGEST HOME-OWNED BUSINESS FORMS MANUFACTURER IN NORTH TEXAS"

New Members

(Continued from Page 18)

Texas, Post Office Box 4308; C. H. Jones, sales manager; W. M. Notman, R. D. Hobbs, Jr.

Robert Curry, Realtor, 160 Walnut Hill Village.

Dr. W. C. Sherard, 4439 Lemmon.

Polley Brothers & Verson, Inc., 5261 Wyche; Ralph E. Verson, vice president.

Bendix Radio Communications, 3300 Love Field; S. A. Meacham, Southwest area manager.

Mustang Chemical Company, 2707 Inwood Road; John A. Cheney, co-owner.

A & S Distributing Company, 4506 East Grand; C. G. Miller, partner.

Dr. Chas. M. Pearce, D.D.S., 404 Medical Arts Building.

Ferrell Office Supply, 2401 Main; C. G. Ferrell, owner.

Commissary Service Company, Post Office Box 384, Arlington, Texas; A. J. Holzmark, owner.

Dr. Glenn Terry, 1001 St. Joseph.

Dr. Ralph I. McRae, 6621 Snider Plaza.

Dr. Maudie Marie Burns, Medical Arts Building.

Dr. Hal W. Maxwell, 624 Medical Arts Building.

Skaggs Drug Stores, Inc., 1917 Elm; W. H. Martin, manager.

The Farmer Stockman, 4321 North Central Expressway; Alex M. McCommas, Jr., manager.

Westerfield's, 2308 Cedar Springs; Rex T. Westerfield, Jr., owner.

Pacific Avenue Parking, 2019 Pacific; Jerry Johnson, owner.

K & M Builders Supply, Inc., 1411 Dragon; H. T. Byrne, T. H. Payne.

Russell Commercial Floor Coverings, 216 Empire Bank Building; Joseph E. Russell, owner.

American Home Industries, 2504 Maple; F. Dielman, president.

General Electric Company Small Appliance Division, 830 Exposition; H. H. Mount, manager.

Dr. Louis E. Adin, Jr., 3607 Gaston.

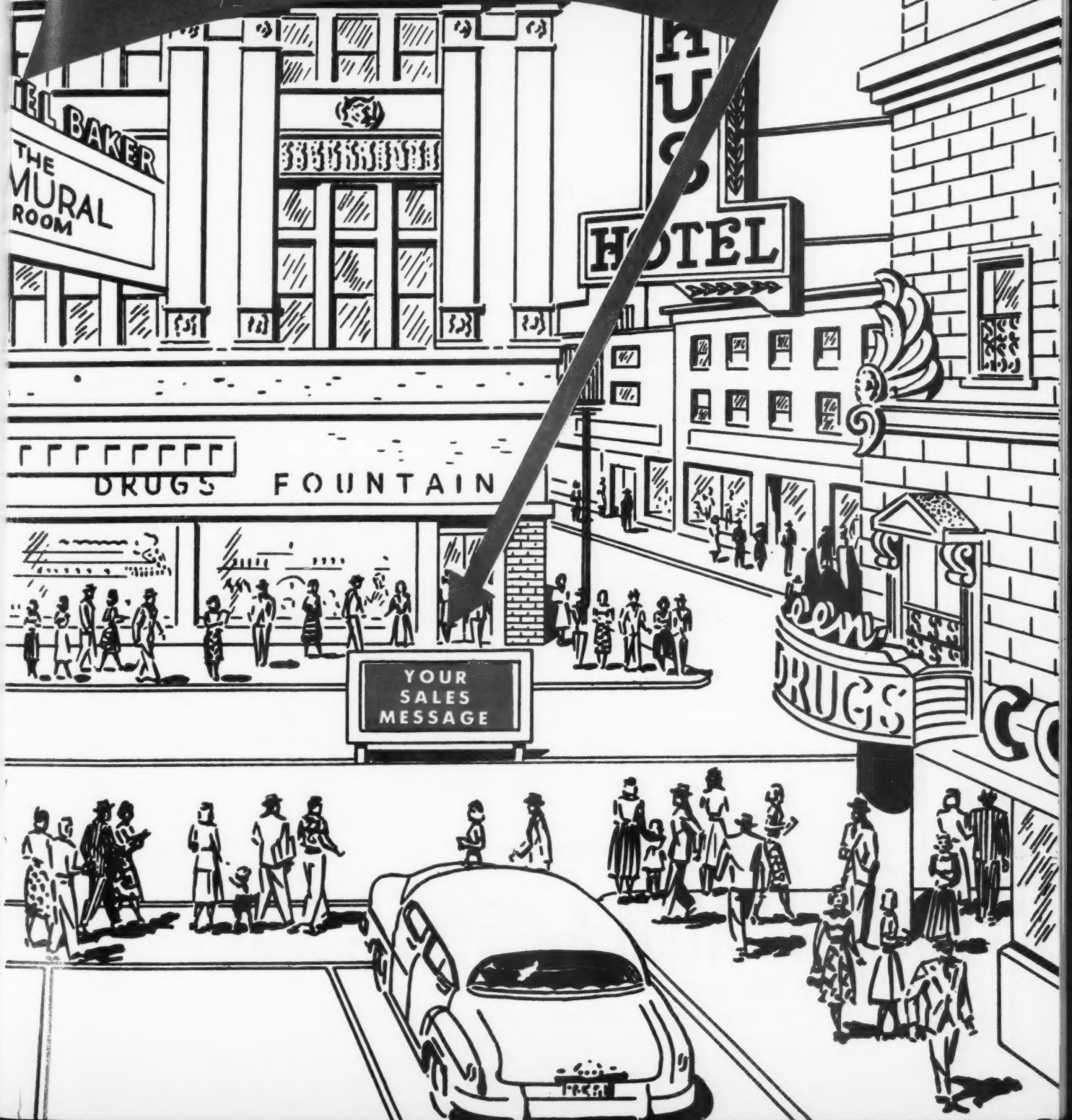
Texas Rubber Supply, Inc., 146 Parkhouse; E. O. Johnson, president.

Deepes, Inc., 1640 South Fitzhugh; D. P. Slaughter, Jr., president.

★

Newly appointed to the staff of the Oak Cliff Savings and Loan Association is FRANK WOOD, former city manager of Wichita Falls.

**WOULD YOU PAY
20¢ A DAY
FOR THIS SPACE?**



THAT IS ALL IT CO COLORFUL TRAVEL

Eye-Level

MOVING DISPLAYS IN COLOR

They--

- ★ command attention
- ★ arouse interest
- ★ stimulate buying

They--

- ★ give mass market saturation —
with repeat impressions
- ★ cover the downtown section —
outlying shopping centers and
residential areas

They--

- ★ are seen by motorists
and pedestrians alike

Traveling Displays Cost Only . . .

20¢
a day

Why not inquire now?

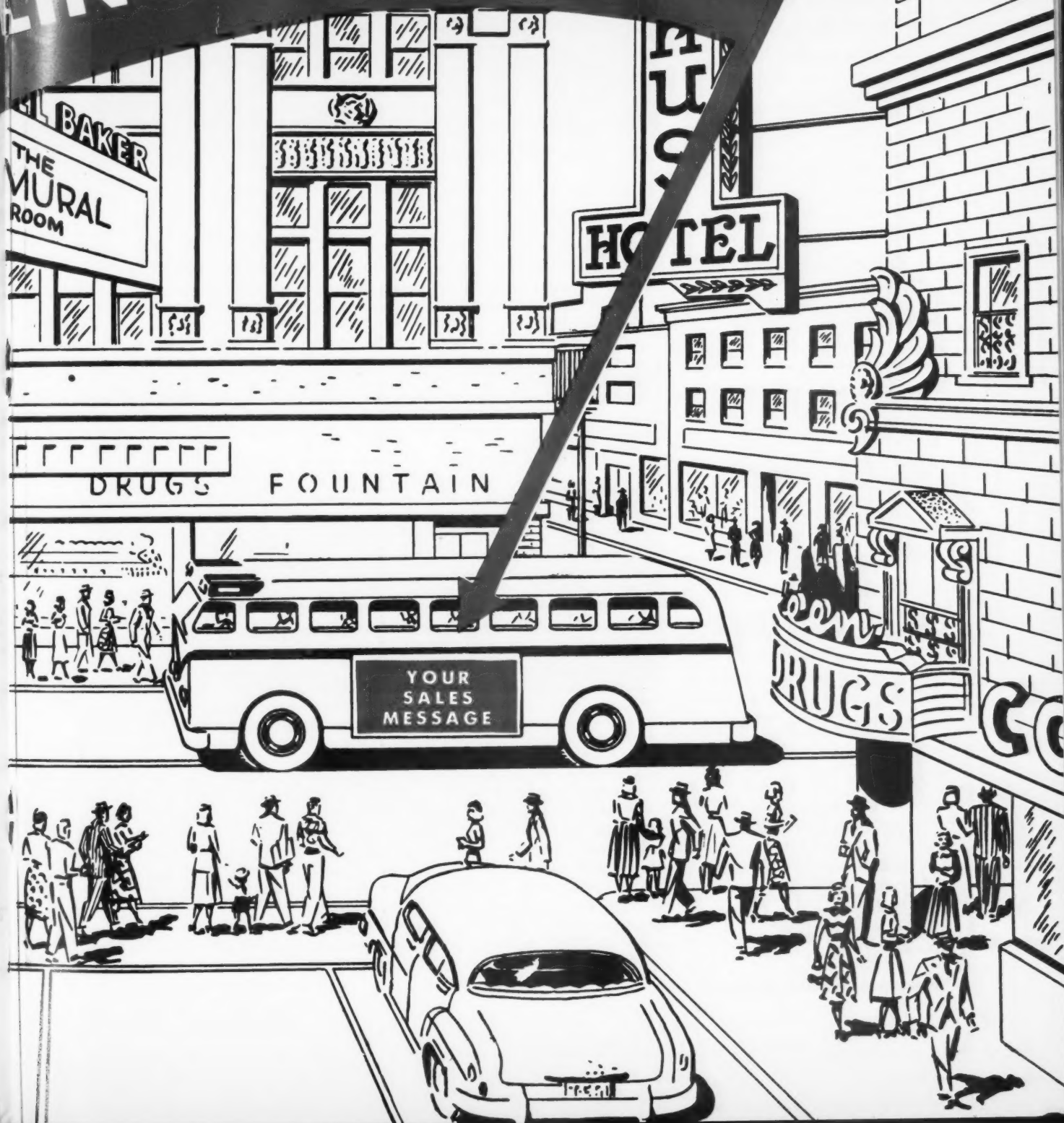
TRANSPORTATION ADVERTISING SALES, INC.

1925 CEDAR SPRINGS

DALLAS

For Further Information Call PROspect 2521 and Ask for Merile Stevenson

**COSTS FOR THIS
Selling DISPLAY**

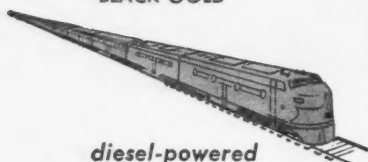


 **Royal Service for You**
when you

**SHIP AND TRAVEL
ON THE FRISCO**

diesel-powered
Queens of Travel

TEXAS SPECIAL
BLACK GOLD



diesel-powered
Kings of Freight

5,000 MILES SERVING THE
SOUTHEAST...SOUTHWEST



DON'T Share Profits with Pests!

**Scientific
PEST CONTROL**

for

Homes, Stores, Restaurants
Hotels and Institutions

• INSPECTION • CONSULTATION
• MAINTENANCE

- | | |
|---|---|
| 1 Surety-Bonded Termite Control | 3 Industrial Fumigation |
| 2 Food-Plant Sanitation | 4 Industrial Sanitation Service |

World's Largest Pest Control Company

52 YEARS OF SERVICE
Offices in 24 States



Eagles Take Dixie Pennant

The Dallas Eagles took their third pennant of the 1953 season late last month when they won the Dixie Series from the Nashville Volunteers. The champion Eagles had won the Texas league full season race and the Shaughnessy play-offs before vying for the Dixie classic. It was the first Dixie pennant won by the Eagles since 1946. Eagle Owner Dick Burnett, above center in white shirt, took over the club in 1948 and teamed with Manager Dutch Meyer, at Mr. Burnett's right, three seasons ago. Meyer will manage the Eagles again next year and most of the 1953 squad will remain, according to Mr. Burnett.



Baker Hotel's Terrace Room Opens

The Baker Hotel unveiled its new air-conditioned Terrace Room this month, with Freddy Martin, his orchestra and revue, the featured entertainment. Designed by George L. Dahl and executed by Peterson Construction Company, the Terrace Room is of contemporary design. Designed for dinner groups, convention-goers and for night club and entertainment activities, the spacious room contains an acoustical ceiling and white-pine dance floor. A bandstand large enough to accommodate 75 musicians can be moved to any part of the room. Completely equipped with stainless steel fixtures, the kitchen will be under the direction of Chef Louis Berrard. D. Virgil, the Baker's catering manager, will direct activities in the Terrace Room and Arthur J. Lee, headwaiter, will supervise. The Mural Room will continue its current policy of dining, dancing and entertainment except during the time a featured attraction is booked in the Terrace Room. Then, the Mural Room will be open only for lunch.



Dallas Insurance Veteran Honored

O. Sam Cummings, center, veteran Dallas insurance executive and civic leader, was congratulated by Travis T. Wallace, left, president of the Institute of Insurance Marketing at Southern Methodist University and Vernon Singleton, vice president of United Fidelity and chairman of the Institute executive committee. The occasion was the dedication of a new S.M.U. dormitory to Mr. Cummings, who is state general agent for Texas of Kansas City Life Insurance Company. Mr. Cummings organized and taught the first insurance course ever offered at S.M.U. in the School of Business Administration in 1922. At ceremonies formally dedicating the three-story, brick building as Cummings Hall a plaque was unveiled which read "... in recognition of O. Sam Cummings for his constant aid and encouragement of education and training for life underwriters."

Fire Equipment Firm Gets New Location

The General Detroit Corporation, manufacturers of fire trucks, extinguishers and allied fire protection equipment, marked its fiftieth anniversary by opening a new Southern Factory Branch at 2130 Irving Boulevard.

Formerly located on Jackson Street for 10 years, the firm will make further expansion in Dallas in the near future.

The Dallas branch supervises sub-warehouses and offices in Houston, Tulsa, Oklahoma City, Memphis and Atlanta. It supplies distributors throughout a 13-state Southern and Southwestern region.

Personnel appointments announced by S. M. Luce, southern manager, are William Hendrix, office traffic manager, and Miss Zona Bean, secretary. In the sales department, J. H. "Hap" Manning has been named western representative; J. F. Burns, eastern representative, George Tipton, assistant sales manager and Paul Ross, warehouse superintendent.

The current expansion affords the firm an additional 6,200 square feet of warehouse space, allowing the company to carry greater stocks necessary for its expanding business throughout the South.

Pioneer Air Lines Begins New Service

Pioneer Air Lines has inaugurated a new service to Mineral Wells, Breckenridge and Snyder.

Announcement of the new service was made by General Robert J. Smith, Pioneer president.

All three cities are being served on the Pioneer route from Dallas-Fort Worth to Midland-Odessa. It is the first scheduled air service for both Breckenridge and Snyder, and the resumption of service to Mineral Wells.

Pioneer first began service to Mineral Wells in February, 1947. The company had to suspend operations there in 1952 because of airport conditions which have since been corrected.

All three cities receive a minimum of two round-trip flights daily.

Service will be with 21-passenger DC-3 airplanes.

★

Men's Shop Moves. Ray & May Men's Shop, formerly located at 5423 East Grand, has moved to larger store quarters at 1101 Graham. The shop was located at the old quarters for more than 21 years.

Presbyterian Book Store



1814 Main St.

DALLAS

Phone RI-5546

Phone



RA-7362

ST-1604

CEDAR CREST INDUSTRIAL PARK

OFFERS THESE PRIME INDUSTRIAL ADVANTAGES

- **CLOSE IN LOCATION**
5 minutes from downtown Dallas.
- **TRACKAGE**
On mainline M-K-T.
- **MOTOR TRANSPORT**
Strategic highway location.
- **UTILITIES**
Excellent water, natural gas, power.

Will build facilities for satisfactory tenant on long-term lease or will sell sites.

For information

CALL WI-1118 — OR WRITE

C. R. TIPS

MEMBER SOCIETY OF INDUSTRIAL REALTORS

MOODY & TIPS

Owners

Office 701 Forest Avenue Road at Merrell
DALLAS, TEXAS



End "office cluttering" by installing one or two of these roomy, all-steel cabinets. 4 spacious shelves are easily adjustable to give you room for all office supplies and equipment. Two sizes: 25 1/4" or 18" deep, 36" wide and 78" tall. Durable baked enamel finish. Positive, safe locking mechanism. See our large selection today!

VANCE K. MILLER COMPANY

OFFICE FURNITURE AND SUPPLIES
1916-18 MAIN ST., DALLAS — RA-9091

CLOUD

Employment Service

"The Right Person for the Right Position"

Since 1939

Solve your personnel problems
by calling...

PR-4821

We have Executives, Office, Sales,
and Technical help of all kinds.

Your use of our interviewing
room is invited.

H. NESTOR DuVALL, Manager

National City Building
DALLAS 1, TEXAS

No Cost to the Employer



Architect and Designer Form Partnership

W. E. Richardson, left, designer, and Carter Minor, Dallas architect have formed a new partnership specializing in commercial, industrial and institutional work. Mr. Richardson has had his own practice for the past seven years. His main projects have been the Cliff Food Store, Chester Clinic and an office and warehouse at Glass and Industrial in the Trinity Industrial District. Mr. Minor, associated with Dallas architects for the past five years, includes among his projects the Republic National Bank Building, Rio Grande Building and the Chamber of Commerce remodeling. The new firm's offices are located in the Federated Mutual Insurance Building at 2133 McKinney.

Monarch Rug Mills Opens Dallas Branch

Monarch Rug Mills of Dalton, Georgia, has opened a Southwestern branch warehouse, office and showroom at 2215 Commerce Street.

The branch is under the supervision of William Fogel, southwestern sales manager, and operates under the name of Cotton City Carpet Company.

The branch takes in 9,000 square feet of floor space. Extensive remodeling is underway to provide attractive showrooms. The warehouse provides facilities for shipping Monarch carpets in broadloom widths. Another innovation is a complete cut order service department for customer convenience.

Monarch Rug Mills is one of the nation's largest producers of cotton rugs and carpets.

Lease negotiations were made by Henry S. Miller Company, representing Mrs. Whitfield Harrah, owner of the building, and Lawrence Miller, representing the tenant.

More Assistance Asked For Small Businesses

Plans are being pushed to broaden the scope of the small business assistance programs by enlisting the cooperation of state and local governments, business and civic groups, Henry H. Ritter, top official for the Small Business Administration in the Dallas region, said following his return from a two-day meeting in Washington.

The meeting was attended by all the heads of the 13 regional offices of the Small Business Administration which succeeds the old Small Defense Plants Administration.

Policies and future programs of the new agency were outlined by William D. Mitchell, S.B.A. Administrator, and Harold R. Smethills, deputy administrator for field operations.

The primary functions of the S.D.P.A. was to assist small firms engaged in defense and essential civilian activities. However, the new S.B.A. has been assigned the broader and more complex job of serving the whole field of small concerns.

Retailing's most spectacular and successful promotion



... spearheaded in 421 communities
by Lone Star Gas Company

October and November are the nation's Old Stove Round-Up months — a promotion that has produced as much as 40 million dollars in extra sales for gas range retailers.

It is as unique as it is successful. An industry coordinates its efforts from top to bottom.

Through its national associations (American Gas Association and Gas Appliance Manufacturers' Association) full-page and double-page ads are sponsored in leading consumer and trade magazines. Point of sale, local advertising and sales training materials are produced for the event.

LONE STAR'S ROLE

Lone Star Gas Company carries the promotion to over 1,500 gas range dealers in cooperation with scores of local gas range distributors and manufacturers' representatives.

Nearly 50 Lone Star specialists are required. Prior to opening day, dealer representatives and

home economists conduct scores of sales training meetings. Floor and window displays are prepared. Special floor demonstrations are arranged. Advertising campaigns are planned. Contests are set up. Truck loads of training and promotion material are distributed.

RECORD-BREAKING SALES EXPECTED

On opening day and throughout two months' campaign Lone Star runs a heavy schedule of advertising in over 250 newspapers and 60 radio stations.

Last year the Old Stove Round-Up helped gas range dealers close approximately 25,000 extra sales in cities we serve. Profits resulting were important to gas range dealers.

This year Lone Star's participation is greater than last. Spearheading successful merchandising events for gas appliance dealers is one of our most important responsibilities to the communities we serve.



LONE STAR GAS COMPANY

Publicity?
Call EDD ROUTT
 318 Cadiz Street
 ST-1773

APPRAISALS
 Over 20 years of successful
REAL ESTATE APPRAISAL SERVICE
 For Life Insurance Companies,
 Banks, Attorneys, Individuals
H. W. DUNHAM & Associate
 Member—American Institute of Real Estate Appraisers,
 Society of Residential Appraisers, Dallas Real Estate Board
 623 Wilson Bldg. Phone RA-8011

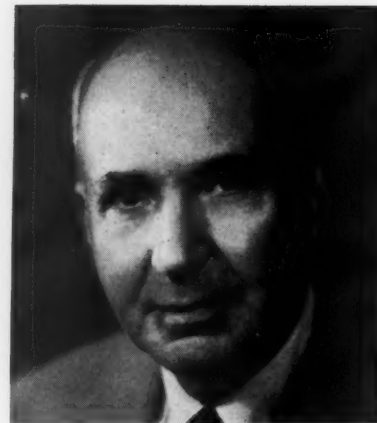
FORREST AND COTTON
Consulting Engineers
 Praetorian Building
 Phone RA-4341 Dallas

HINTON & LOCKE, INC.
Real Estate Loans
 Reserve Loan Life Bldg.
 Phone RI-4663

ARCHITECTS AND
 ENGINEERS
 SUPPLIES
Photostats
**SOUTHWESTERN
 BLUE PRINT CO.**
 1801 Commerce — Dallas — Phone RA-8083

Dictaphone "TIME-MASTER"
Greatest Name in Dictation
 Try Dictaphones in Your Office . . . No Cost
FRED L. HAYNES District Manager
 Dictaphone Corporation
 2013 N. Akard R. O. LANE J. C. CALDWELL WALTER SYKES RI-6117

"64 Years in Dallas"
J. W. LINDSLEY & CO.
Realtors - Insurers
 Our 64 years' experience in handling
 Real Estate in Dallas enables us to
 give quick and efficient service in fill-
 ing your needs.
 We Specialize in Industrial Property
 1209 Main St. • Phone RA-4366



Form New Dallas Insurance Company

A new Dallas insurance company, the Mercantile Security Life Insurance Company, has been established by John B. Mills, left, and Neely G. Landrum, who have joined in many previous business developments. The new company has resources of \$3,000,000 — a \$1,000,000 capital fund and \$2,000,000 surplus — and is located in the downtown 17-story Mercantile Securities Building, which it owns. Chairman of the board is Mr. Mills, and Mr. Landrum is the new company's president. "We want to provide a sound, vigorous company to meet the increased demand for life insurance which will result as the area continues its industrialization and population increase," commented Mr. Mills.

County Towns Asked To Help Plan Highways

County towns have been asked to team up with Dallas to plan the development of thoroughfares.

Marvin Love, chairman of the Dallas Chamber of Commerce Central Highway Committee, sent letters to mayors of Dallas County incorporated communities. Mr. Love said that these things are needed:

1. Coordination of county, municipal and civic plans for safe, efficient and adequate traffic arteries.
2. Orderly development of plans for future expansion. This requires protection of rights of way to assure economical use of public funds.
3. Provision for adequate circulation of traffic in commercial areas, effective inter-community links and arteries joining commercial-industrial centers with residential areas.

Mr. Love asked that communities create committees composed of mayors as chairmen, city plan or traffic engineers and two leading citizens.

Each committee would list traffic thoroughfare needs of its community. Then, a master plan would be compiled from the reports at a joint meeting of the community committees and county commissioners.

Dallas' Oldest Retail Firm Celebrates Anniversaries

The oldest retail house in Dallas, E. M. Kahn & Company this month celebrated two birthday anniversaries — the eighty-first for the parent store at Main and Elm at Lamar, and the first anniversary of Kahn's Uptown at Main and Stone.

At another Kahn addition in Wynne-wood-Oak Cliff, the greatest percentage of growth of all departments has been recorded, announced Eugene Kahn Sanger, president.

Overall sales volume has increased by more than 45 per cent in the past year, Mr. Sanger declared. "We have been very gratified with the growth which our firm has experienced in the first year of our major expansion. The activity of all of our accounts has increased about 50 per cent, and we have added about 75 per cent more charge accounts since opening the two new stores."

Personnel has increased from 125 to 200 because of the company's growth during the past year.

Besides being the oldest retail firm in Dallas, the company claims the distinction of retaining its one-family ownership through the 81 years. It was established in 1872 by Emanuel Meyer Kahn, who at 21 was visiting the South looking for a business opportunity.



Association President

Richard Markoff has been elected president of the Dallas Decorative Trades Association, a new group organized to promote Dallas as a wholesale center for their particular field and the Southwestern area. The 31 members are all manufacturers representatives who sell to the interior decorating and furniture trades. Other officers elected were Ben Hannewyk, vice president; E. C. Dicken, secretary; George Steinfeld, corresponding secretary; Mrs. Russell Johnson, treasurer; Joseph Tallal, publications, and Ike Abernathy, membership.

★

WILLIAM B. HEROY, SR., partner in Beers and Heroy consulting geophysical and geological firm, has been named by Interior Secretary Douglas McKay to a special committee to investigate and analyze operations of the U. S. Geological Survey.

★

KENNETH E. KING, former examiner for the Federal Home Loan Bank Board, has been named assistant secretary-treasurer of the First Federal Savings and Loan Association.

★

An honorary Doctor of Civil Laws degree has been presented to GEORGE C. McGHEE, former ambassador to Turkey from Dallas, by Southern Methodist University.

★

HERMAN ADCOX, native of Mineral Wells, is now general traffic and sales manager for Pioneer Air Lines. He was promoted from superintendent of passenger service and, since joining Pioneer in 1947, has been advanced through four positions.

**Business and Industrial
Real Estate**
Sales—Leases—Loans—Appraisals
HENRY S. MILLER CO.
Realtors
Southland Life Bldg.—Dallas—Phone RI-9171

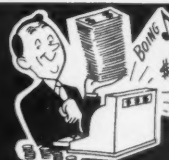
LOOSE LEAF COVERS • EDITION BINDING
"WIRE-O AND CERLOX PLASTIC BINDING"
Ask Us or Your Printer
AMERICAN BEAUTY COVER CO.
2002 North Field Street PR-0677 Dallas



WILLARD CROTTY INSURANCE

Chartered Property and Casualty Underwriter
Thomas Bldg. • Dallas, Texas • Phone RA-8427

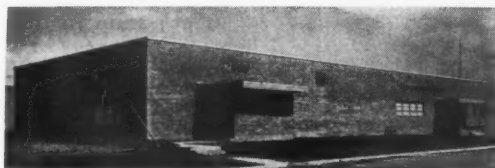
A PLEASANT HABIT
CULTIVATED BY
**INTELLIGENT
ADVERTISING**



Russ Jurgens
Advertising
1009 CAMP • PR-4387

JANITOR SERVICE • WINDOW CLEANING • RESIDENCE
ACME BUILDING MAINTENANCE CO.
1901-15 LAWS STREET FRANK C. JONES PHONE RA-7660
SAND BLASTING • STEAM CLEANING • SIDEWALK WASHING

TRINITY INDUSTRIAL DISTRICT



"Under the
Skyline of
Dallas"

the new home of
G.E. X-RAY COMPANY
HARRIS SEYBOLD
COMPANY
CARVER SOUND
EQUIPMENT CO.

For information about the Trinity Industrial District consult your real estate broker or...
INDUSTRIAL PROPERTIES CORPORATION • 401 Republic Bank Bldg. • RI-6552

There's lots of satisfaction in saying —
**"MICKLE HANDLES
MY LIFE INSURANCE"**
PARTNERSHIP • KEY MAN • STOCK RETIREMENT



WM. A.
Bill
MICKLE
210
Great Natl.
Life Bldg.
PR-8866

J. N. FISHER REALTOR

INVESTMENT PROPERTIES EXCLUSIVELY

1405 MERCANTILE BANK BLDG. • RI-4675 • DALLAS, TEX.





Accident **PREVENTION** *Pays*

Approximately sixteen thousand workers in America are killed and two million injured annually in on-the-job accidents. Why this terrible toll of life and limbs? Safety engineers affirm...and many safety-minded business and industrial firms prove constantly that the majority of on-the-job...

ACCIDENTS CAN BE PREVENTED

...through properly-planned and properly-directed Safety Programs. Do YOU have a Safety Program? If you do, it's your responsibility...and to your advantage, to give it your whole-hearted backing.

If you do not have a Safety Program, it is vitally important, both for your interests and the interests of your employees to get one started as quickly as possible. Our Safety Engineers can help you set up such a Program.

Largest Writer of WORKMEN'S COMPENSATION INSURANCE in Texas

HOMER R. MITCHELL, *Chairman of the Board* A. F. ALLEN, *President*

Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • DALLAS • EL PASO
FORT WORTH • FREEPORT • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND
ODESSA • PORT ARTHUR • SAN ANGELO • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

**TEXAS EMPLOYERS
INSURANCE ASSOCIATION**
HOME OFFICE • DALLAS, TEXAS



Dallas Company Builds Unusual Digger

The largest auger-type hole digging machine ever manufactured has been built by the Hugh B. Williams Manufacturing Company, 2946 Oak Lane, Dallas. It was built to drill holes up to 67 feet deep and six feet in diameter, and to bell out their bottoms up to 12 feet for building foundations. It was bought by the McKinney Drilling Company in Nacogdoches, Texas, building specialists, who announced that the machine's first job is the largest of its type ever attempted. The Hugh B. Williams Manufacturing Company was founded by its namesake, a lifelong resident of Dallas. When he started the company some twenty-odd years ago, he did so on borrowed money.

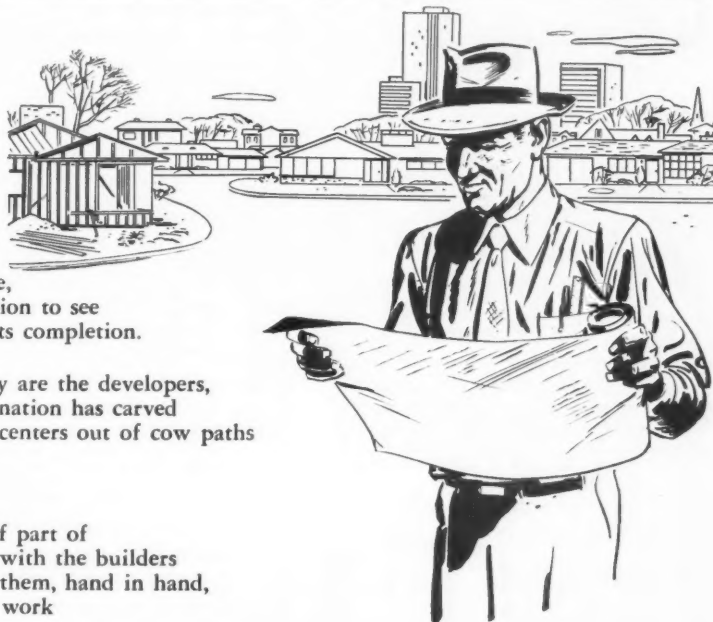
The first operations consisted of a backyard blacksmith shop operated in a garage by Mr. Williams. Now his business employs over 60 persons and does a world-wide gross business running into seven figures. It is the only organization in the nation devoted exclusively to the manufacture of auger-type hole digging machines. These range in size from small truck or tractor mounted units suitable for power line and telephone line construction to the mechanical giant shown in the photograph. And the company has even larger machines in the process of design to keep pace with the expected requirements of the building industry.

PERCY (PAT) RELYEA has been named divisional manager of the Dallas and North Texas office of Waddell & Reed, Inc., with offices in the Reserve Loan Life Building.

WILLIAM M. WHITEHURST, former government bank examiner, has been named president and general manager of the reorganized and incorporated Point-O-Purchase Company, 2700 Swiss.

J. S. OLDENBURG has been appointed vice president of the Dallas Cotton Exchange. He has served as a director of the exchange and was a member of several committees.

BEHIND THE MEN WHO BUILD A CITY...



Before a roof can be raised,
before a steel skeleton can mount the sky line,
plans must be carefully laid by men with vision to see
the finished creation, with ability to direct its completion.

These are the men who build our cities. They are the developers,
the contractors, large and small, whose imagination has carved
sub-divisions out of prairies . . . community centers out of cow paths
. . . made Dallas a city of homes
far beyond the usual town of its size.

The T. J. Bettes Company likes to count itself part of
this team. It is proud of its close relationship with the builders
of our city. Since 1939 we have worked with them, hand in hand,
providing the financing to put their skills to work
for the good of the community.

As Dallas grows, we hope we may continue
to share with them the opportunity to build
a still greater city for the future.

T. J. BETTES COMPANY

REAL ESTATE AND IMPROVEMENT LOANS

1202 Main

PR ospect 7581

Employment Agency



PRESENTING
DALLAS'
FINEST
EMPLOYMENT
SERVICE

★ OFFICE
CALL ★ SALES
RI-3426 ★ TECHNICAL

Time Saved In Finding Right Employee
With a Minimum of Interviews

NO CHARGE TO EMPLOYER

EVANS

207-B
PRAETORIAN BUILDING

EMPLOYMENT SERVICE


Jack Blake jr.

1517 COMMERCE
DALLAS, TEXAS
PRospect 5596

advertising

32 YEARS OF

**Industrial
AUCTION and
APPRAISAL
Service**



**RALPH ROSEN
ASSOCIATES**
AUCTIONEERS • LIQUIDATORS • APPRAISERS
Republic Bank Bldg. Phone PRospect 2148
DALLAS • TEXAS

Contact IRV ROSEN regarding your liquidation or appraisal problems. No obligation.



Council Authorizes New City Hall

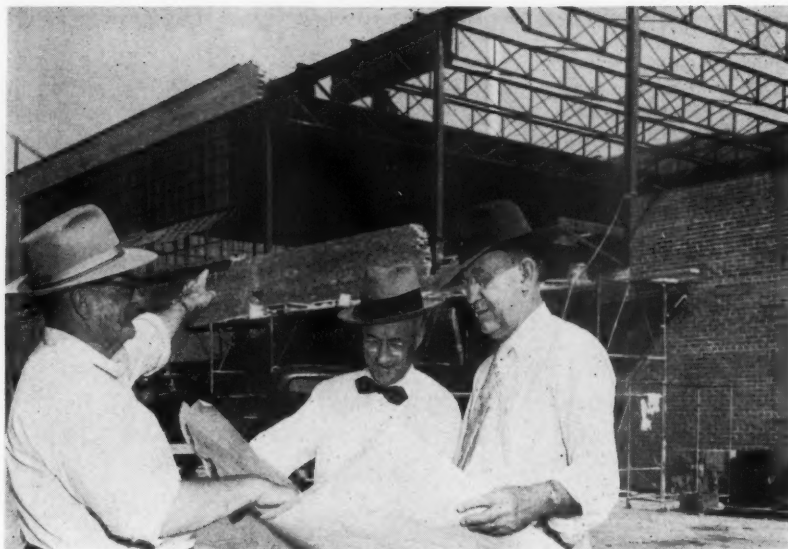
The Dallas City Council has authorized a go-ahead on a new five-story \$2,500,000 city hall adjoining the present building. To be located on a 150 by 200-foot tract fronting on Main, the building will be designed for future expansion into the 10-story structure in the above preliminary sketch. Plans for the 150,000-square-foot city hall building were drawn by Mark Lemmon, consulting architect. Smith & Mills, executive architects, will proceed with detailed plans. The tentative layout of the new building calls for a 75-car garage in the basement; the tax, building inspection, and part of the health and water department offices on the first floor; the council chamber, auditing offices and city manager's staff offices on the second floor; all public works and water department works offices on the third; traffic control and health department on the fourth; and parks and legal department on the fifth floor. Some \$2,500,000 in bonds have been voted for the new city hall.

Radio-TV Firm Opens. Texas Home Equipment Company, new Dallas distributor of radio and television products, opened its office and showroom facilities at 1714 Laws. The company will feature distribution of Olympic products, Robert E. Boak, president, announced. Dore Schwab, Jr., vice president and secretary, was Southwestern representative for the Mido Watch Company, New York, for seven years.

Carpet Store Opens. The Minton Carpet Company, 6116 Luther Lane in Preston Square shopping center, will feature the latest in carpets and carpeting display methods, Owner Troy Minton announced. The firm will handle all nationally advertised wool and cotton carpets.

New Volk Department. A new Town and Country Shop specializing in "active type" shoes has been opened by Volk Bros. downtown store. George Richard, manager, announced that the new shop is furnished with California black wrought iron chairs and tables, lamps and smoking accessories.

New Apparel Store. Lane's Store, recently opened at the corner of Elm and Field, features clothing, appliances, jewelry and shoes under either budget or installment plans. The latest of 12 stores, eight of which are in Texas, the firm was founded in 1903 by the father of the present owner, Milfred Desenberg. Jules Braveman is store manager and B. C. Woodward, credit department head.



Zenith Begins Plant Addition

T. E. Milholland, right, president of Zenith Cleaners and Launderers, and K. Bertucci, vice president of the company, look over plans for Zenith's new two-floor brick and stone building now under construction. The new building adjoins Zenith's main plant at Carroll and Columbia. C. T. Fields, left, is contractor of the plant addition which will add 10,000 square feet of floor space to the firm's receiving and delivery departments and another 10,000 square feet of space to the finishing department. The upper floor of the building is designed to give maximum light and ventilation, and the floor is of a scientific construction which eases foot weariness for employees whose jobs keep them standing throughout the working hours, according to President Milholland. When the addition is completed, Zenith's plant and offices will total 55,000 square feet of floor space. Ernie A. Fritz is architect of the new building.



Temco's "Plebe" Competes at Pensacola

Temco Aircraft Corporation has developed the "Plebe", a new primary trainer, to compete against trainer proposals from other manufacturers in Navy evaluation tests at Pensacola. The Navy is seeking a trainer replacement for the old SNJ. The Plebe—developed in 75 days—has these performance capabilities: service ceiling, 20,000 feet; 1350-feet-per-minute rate of climb; top speed, 185 miles per hour; cruising speed, 171 miles per hour; maximum endurance, five and one-quarter hours. Gross weight of the Plebe is 2,500 pounds. It is equipped with free-blown, power driven bubble canopy, tricycle landing gear and two completely furnished tandem cockpits.

DALLAS • OCTOBER, 1953

A logo for the Katy Railroad. It features a heart-shaped hat at the top. Below it, the text "SHIP KATY" is written in large, bold letters, followed by "crate or carload" in smaller letters. At the bottom, there is a shield-shaped logo with "M-K-T" and "THE KATY RAILROAD" and the slogan "NATURAL ROUTE SOUTHWEST".

**SHIP
KATY**
crate
or
carload

M-K-T
THE **KATY** RAILROAD
NATURAL ROUTE SOUTHWEST

BAKER AIR CONDITIONING
REFRIGERATION
TEXAS
**REFRIGERATION &
ENGINEERING CO.**
158 Express—Dallas—PR-3224

THERE'S MONEY
IN
YOUR OLD

**\$ Scrap
METAL**

CRITICALLY
NEEDED FOR
DEFENSE &
CIVILIAN
PRODUCTION

STEEL —
alarmingly scarce
— needs ½ scrap as well as ½
pig iron. Now's the time to scour
your premises — and turn
urgently-needed metal
scrap into cash!

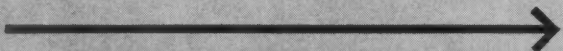
PHONE OR
WRITE FOR
TODAY'S TOP
PRICES

**AMERICAN
IRON & METALS, INC.**
2215 Latimer St. ★ DALLAS
Phone: HUnter 2861

Where there's oil



There's Guiberson



For a third of a century, Guiberson drilling and production tools have followed close behind exploration — for wherever men seek oil, Guiberson tools serve safely and efficiently.

This continued leadership among men who demand the finest is possible only because Guiberson tools *are* the finest. Every item that carries the famous Guiberson trade-mark goes through a rigid period of field testing before it is offered for sale . . . your assurance that in the future, as in the past, the name "Guiberson" will stand for the best.

- Tubing Swabs
- Casing Swabs
- Sucker Rod Strippers
- Tubular Jars
- Rope Sockets
- Sinker Bars
- Overload Relief Valve
- Wire Line Oil Savers
- Tubing Safety Joints
- Tubing Catchers
- Tubing Anchors
- Tubing Spiders
- Control Head Packers
- Cup Packers
- Hold Down Packers
- Formation Packers
- Test Packers
- Combination Tubing Stripper and Spider
- High Pressure Tubing Strippers
- Drill Pipe and Tubing Oil Savers
- Rotating Drilling Heads and Strippers
- Quick Change Unions
- Combination Drilling Head and Rotary Table
- Gas Lift Equipment
- Blocks and Hooks
- Kellys
- Swivels
- Blowout Preventers



SOLD BY LEADING OIL FIELD SUPPLY STORES EVERYWHERE

THE
Established 1919 **GUIBERSON**
CORPORATION

Dallas, Texas
U.S.A.



Insurance Company of Texas Buys Building

The Insurance Company of Texas Group has purchased the 21-story Irwin-Keasler Building at Commerce and Ervay. The I.C.T. Group, managed by Jack Cage & Company, will use the building as a home office. Valued at approximately \$2,000,000, it will be known as the I.C.T. Group Building. Ben Jack Cage, president of the group which includes the Life Insurance Company of Texas, the I.C.T. Discount Corporation and Partners' Finance, said plans for building a new structure on Central Expressway were altered because of the companies' growth which presented an urgent need for additional space. Organized in 1950 as a fire and casualty company, the I.C.T. now writes insurance in 24 states and Alaska. The union-member-owned company has an annual premium income of approximately \$15,000,000.

Introduces Junior Line. Julie Clark Junior, new junior line of clothing in sizes 5 to 17, has been introduced at the October market in Dallas by Ike Clark, president of Ike Clark of Dallas. The line will be distributed on an exclusive basis, one store in each city.

Opens New Department. A new budget shoe department has been opened at A. Harris & Company. The new department, located on the second floor, is the first of its kind in the store. Milton Threadgill and Louis Angelo are heads of the new department.

DALLAS • OCTOBER, 1953

*Growing
with TEXAS
FOR 25 YEARS*

Great National
LIFE INSURANCE COMPANY
DALLAS

S. J. Hay, President

Consulting Engineers
City Planning
and

Municipal Engineers
KOCH & FOWLER
JU-0586

3900 Lemmon Ave. Dallas

Our Thirtieth Year

*The House of
Mortgage Loan
Service*

**MORTGAGE
LOANS**

**COMMERCIAL AND INDUSTRIAL
BUILDING LOANS**

**RESIDENTIAL, CONVENTIONAL,
AND F.H.A.**

TO BUY, BUILD, REFINANCE OR
REPAIR—BEST INTEREST RATES

Loans approved from plans and
specifications on proposed buildings.

**SOUTHERN TRUST
& MORTGAGE CO.**

"Established 1924"
Approved FHA Mortgagee
F. M. LOVE, Ch. of Board—AUBREY M. COSTA, Pres.
1302-4 Main Street Phone RI-5551
INSPECTIONS, COMMITMENTS ON CONVENTIONAL
LOANS IN 24 HOURS

Adds New Department. Philipson's, women's apparel specialty store at Elm and St. Paul, marked the beginning of its twenty-fourth year with the opening of a "separates" department.



Ideal for executive gifts and premium promotions ... plain or printed with your advertising message and picture. Pens and pencils in all price ranges at generous discounts in quantity lots.

Phone RI-3853 NOW
J. F. PARKER & SON
507 North Ervay Street

New Dallas Firm Names Officers

Recently formed Dabit Southwest, distributors of Kingsley Home Cleaning Products, has named officers for the new corporation which will manufacture Dabit, a cleaning product, for sale in Texas, Arkansas and Oklahoma.

Named president was Mrs. Clare Johnson. Vice president is B. L. Johnson; Hoyt Armstrong, secretary; Sidney H. Newbury, treasurer.

All the above officers will serve as directors and E. W. Mudge, Jr., is an additional director.

The Dabit Southwest office is at 915 Commerce Street; the manufacturing plant at 110 Cole Street.

Dabit, initially offered for sale at Titcher-Goettinger department store in September, is a new product for cleaning walls, woodwork, tile, rugs, upholstery and leather.

★

Start La Reunion School. Work on La Reunion Elementary School will start in late November. The \$560,000 major elementary school will be built on a 7.53-acre tract in West Oak Cliff. The school is the last one to be built by the \$16,500,000 in bonds voted in 1949.



Named Brotherhood Chairman

Thomas E. Braniff, president of Braniff International Airways, has been named national general chairman of Brotherhood Week, sponsored by the National Conference of Christians and Jews. Previous chairmen include Harold E. Stassen, Nelson A. Rockefeller and Eric Johnston. A prominent Catholic lay leader, Mr. Braniff was given a special citation in 1951 by the National Conference of Christians and Jews for his work in establishing the Conference's brotherhood program in Europe.

★

D.A.L.U. Sets Member Record. The Dallas Association of Life Underwriters membership has hit an all-time high of 580 members, according to Elliott McClung, president. This membership makes the local group the largest association of its kind in the Southwest. W. P. (Pete) Whaley is the 1953-1954 membership chairman.

★

New Warehouse. Callaway Mills Company has opened a new warehouse at 167 Hawell Street to insure faster delivery of carpets, both roll goods and cut orders, to Southwest accounts. Other products, such as scatter rugs and towels, will continue to be stocked only at their plants in LaGrange, Georgia.



MARKLE



SERVICE

Markle's Mark of Dependability
...all across the Southwest

Pioneers in Steel Warehousing

MARKLE STEEL CO.

Office and Warehouse
1709 DELANO Phone: Blackstone 6611 HOUSTON, TEXAS

Fort Worth - Dallas - Houston

Electrotyping

SAM ROSS McELREATH CO.

S. J. NADEL

AND ASSOCIATES

Employee Benefit Plan Consultants

604 Tower Petroleum Building
Telephone RI-9454



Credit Bureau Chief

Howard G. Chilton, who began his career in credit bureau management in 1926 at the Merchants Retail Credit Association in Dallas, is the newly-elected president of the Associated Credit Bureaus of America. Member of a "credit bureau family," Howard and his brother, J. E. R. Chilton, Jr., manage the Dallas association and the Merchants Retail Credit Association of Greater Fort Worth, with Howard dividing his time between the two offices. Mr. Chilton's brother and his father before him have served as president of the national group.

★

Ridout Motors, Inc., has a new general sales manager, HOWARD WIECHERN of 7230 Colgate Street. Mr. Wiechern was formerly with another Dallas Ford agency.

★

Oak Cliff Realtor ALTON MILLER, director of the Dallas Real Estate Board, will again serve as chairman of the board's Multiple Listing Committee. L. STOREY STEMMONS, new D.R.E.B. president announced. Committee members are LYN E. DAVIS, HAROLD CARMICHAEL, MRS. LOIS HAIR, GUION GREGG, WARDEN McFARLAND, MRS. MARTHA CARLSON and FRANK MALONE.

★

New head of the watch sales department for Peacock Jewelers, 1802 Elm, is O. B. TYLER, veteran of 31 years in the jewelry business, 15 of which have been spent in Dallas.

★

Manager for the new Victor Hat Works retail store at 1612 Commerce is WALTER L. TROTTER, veteran of 42 years in the retail hat business.

REAL ESTATE LOANS

*Commercial
Industrial
Residential*

"Real Estate Financing Since 1908"

MURRAY

INVESTMENT COMPANY

Convenient Ground Floor Location

Several Parking Stations Just a Few Steps Away

**1315
Pacific
Ave.**

Why not use our conference room—seating up to 25?
Telephone STerling 3361 for information.

**Between
Field &
Akard Sts.**



COMMISSARY SERVICE COMPANY

Industrial Caterers

Operators of In-Plant
Cafeterias, Restaurants and Canteens

TELEPHONE
ARLINGTON
5-2660

GENERAL OFFICES
BUICK-OLDS-PONTIAC ASSEMBLY PLANT
ARLINGTON, TEXAS

"SERVING DALLAS IN OUR 60TH, YEAR"

*The deep, rich,
soothing tones
of our organ
music lends
dignity and
solemnity to
any memorial.*



ST-2187

SPARKMAN-BRAND Inc.

Morticians

ROSS AT PEARL



MEMBER SOCIETY OF INDUSTRIAL REALTORS

HOWELL H. WATSON

Realtor

Fidelity Union Life Building • DALLAS • Phone RA-5484



TEXAS
OFFICE FURNITURE CO.

Art Metal Desks
Jasper & Imperial Wood Desks
Thomas Upholstered Furniture
Art Metal, Sikes & Jasper Chairs
Postindex Visible Filing Systems
Art Metal Filing Cabinets
Wabash Filing Supplies
Fine Furniture Refinishing
Top Quality Office Supplies

2214 MAIN ST. • DALLAS, TEXAS • RI-3449

**DESIGNERS AND MANUFACTURERS OF QUALITY
STORE, OFFICE AND BANK FIXTURES SINCE 1922**

Adleta Show Case & Fixture
Manufacturing Co.

You'll be satisfied if it's an Adleta installation

1914 Cedar Springs — Dallas 1, Texas

Phone PROspect 7576

WE HAVE NEVER PAID LESS

3%
Current Dividends

Insured Safety
Sound Management
Convenient
Maximum Return

ON YOUR MONEY



**AMERICAN SAVINGS
AND LOAN ASSOCIATION**

1713 COMMERCE STREET, DALLAS

RIVERSIDE 4191



FOR EXPERIENCED SERVICE OF

Chrysler  **Airtemp**

**AIR CONDITIONING
CALL**

Matthews Engineering Company

2122 OLIVE STREET • Riverside 5166

**AVALAWN RADIO
& APPLIANCE CO.**
3202-A Knox
LA-5874

ASSOCIATE DEALERS:
**GAMBLE HEATING &
AIR CONDITIONING**
Walnut Hills
DI-1950

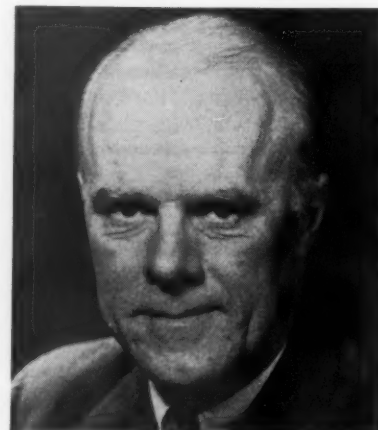
**B & B HEATING &
AIR CONDITIONING**
8216 Second Avenue
EX-2587

**AIRFLO HEATING &
COOLING CO., INC.**
5017 Lovers Lane
DI-3770



Transferred to Dallas

Charles A. Bucks of Lubbock has been named district traffic and sales manager for Pioneer Air Lines in the Dallas territory. Mr. Bucks, who joined Pioneer as a transportation agent in 1948, has been district traffic and sales manager in the Lubbock-Plainview-Amarillo territory since April 1950. Prior to joining Pioneer, Mr. Bucks was engaged in the construction industry. Pioneer presently serves Dallas with 12 flights daily with service to more than 20 cities on the company's 2000 mile system in Texas and New Mexico.



Forms Investment Firm

Graham Reid, former divisional manager for Waddell & Reed, Inc., and widely known in the investments and securities field, has opened his own firm, Graham Reid & Company in the Oil and Gas Building, 318 North St. Paul. His firm will sell mutual funds and will carry on a general investment securities business dealing in local and national securities. Mr. Reid began his business career with J. S. Cullinan, oil business pioneer. Graham Reid & Company will occupy offices in the new Republic National Bank Building upon its completion.



Elected Drug President

Fred M. Truett, president of Southwestern Drug Corporation, has been elected president of the National Wholesale Druggists' Association at its seventy-ninth annual convention in Los Angeles. He moved up to the presidency from the chairmanship of the board of control. In the wholesale drug business since 1916, he has been president of Southwestern Drug, which operates eight drug divisions in Texas, since 1945.



Named Sales Manager

Paul H. Shepherd has been named manager of tubular sales for U. S. Steel's Oil Well Supply Division. With "Oilwell" since 1916 he was named division manager for the Gulf Coast area in 1946, and in 1950 was appointed assistant manager for tubular sales. Called twice to government service, he served in the Division of Transportation in Washington in World War II and for six months of 1952 as Chief of the Metals and Minerals Branch in Petroleum Administration for Defense.

Efficient Administration of Your Will COSTS NO MORE

The fee of an individual executor or a corporate executor is fixed by law. Whether an inexperienced individual or a qualified organization of specialists, the fee is the same.

Underlying the time-tested capability of our Trust Department is an exceptionally broad knowledge of estate matters and full facilities for continuous analysis of all estate problems.

The full time work of our Trust Officers is to secure the greatest possible benefit for heirs of estates under our management.

May we suggest a conference with you — today? No obligation, of course.

TRUST DEPARTMENT



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

"Oldest Trust Department in Dallas"



JACK GERING, C. L. U.

- BUSINESS INSURANCE
- ESTATE PLANNING
- EMPLOYEE BENEFIT PLANS

REPUBLIC NATIONAL LIFE INSURANCE CO.

606 BURT BUILDING

DALLAS

PHONE RANDOLPH 9116

LANDAUER and SHAFER

CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision

4801 Lemmon Avenue

LO-8351 JU-9562



Listed and Unlisted
Stocks & Bonds
Municipal Bonds

*Bought
Sold
Quoted*

DALLAS UNION SECURITIES COMPANY

DALLAS, TEXAS

502 Dallas National Bank Bldg.

TELEPHONE: RI-9021

FORT WORTH, TEXAS

423 Fort Worth National Bank Bldg.

TELETYPE: DL 390

TELEPHONE ED-1248

Members

Midwest Stock Exchange

American Stock Exchange (Associate)



Named Medical Director

Dr. John Q. Rounsaville has been appointed medical director of the National Bankers Life Insurance Company. Dr. Rounsaville served a residency at the Jefferson Davis Hospital in Houston and served during the war as Flight Surgeon with the United States Air Force. As medical director for National Bankers Life, Dr. Rounsaville's duties involve consular work with the underwriting and claims department.

★

GERALD L. SOELTER, secretary of Southwestern Life Insurance Company, was elected first vice president of the Life Office Management Association at the group's recent thirtieth annual conference at Cincinnati, Ohio.

★

Chamber of Commerce President BEN H. WOOTEN has been named by President Eisenhower to a 21-member advisory committee on housing which will review the federal government's housing program, activities and organizations, and make recommendations.

GLASSES signify that you are wise
enough to keep EYES at top efficiency.

*Bring Your
Eye Physician's
Prescription to us.*



D. MARTIN THOMAS

THOMAS
OPTICAL COMPANY
GROUND FLOOR MEDICAL ARTS • DALLAS

Wrather Petroleum Corporation

830 Mercantile Bank Building

DALLAS, TEXAS

Etheridge Printing Company

SERVICE Since 1898



1812-20

13,500 SQUARE FEET MODERNLY EQUIPPED

... MANNED BY SKILLED CRAFTSMEN

... AND LOCATED TO SERVE You

Roll Ave.

6 Blocks
North of
Main Street

No. Field St.

Phone
RA-8101



Heads State Board

J. Rutledge Hill, president of the Gifford-Hill Construction Company, has been named chairman of the Texas State Hospital and Special Schools Board. Mr. Hill was appointed to the state board in January of this year by Governor Allan Shivers. He has served as president of the Texas Health Council and as a leader in Red Cross campaigns. The board supervises Texas' system of hospitals for mental and tuberculosis cases.



Heads Museum Board

Turner B. Baxter, vice president of the Rio Grande National Life Insurance Company, is new president of the board of trustees of the Dallas Health Museum. Also elected to the board for the 1953-54 term were Dr. J. R. Roark, vice president; Dr. M. O. Rouse, secretary, and R. L. Thomas, treasurer. Members-at-large of the executive committee are Harold Boss and Mrs. W. F. Waters.

★

New assistant cashier for Fair Park National Bank is JOHN K. FERGUSON it was announced by President Walter F. Johnson.



OIL MEANS SCIENTIFIC PROGRESS

Years of research . . . endless experiments . . . triumph after failure. And the magic of modern science gives us new uses every year for petroleum to make ours a better way of life. Schlumberger Services have played a major role in the oil development of the United States and Canada. They have materially reduced the cost of oil exploration, and have pointed the way to numerous discoveries.

Schlumberger means Service
Schlumberger Well Surveying Corp. • Houston, Texas

LUMBER LARGE AND COMPLETE STOCKS

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL AND DEFENSE PLANT ORDERS

OLDHAM LUMBER COMPANY

927 South Haskell Avenue

Phone TAYlor 5194



EVERYTHING IN RUBBER
FOR INDUSTRY AND
AGRICULTURE



ANTHIS INDUSTRIAL RUBBER & SUPPLY

FT. WORTH
400 W. Weatherford
ED-4804

DALLAS
1820 Love
RA-4151



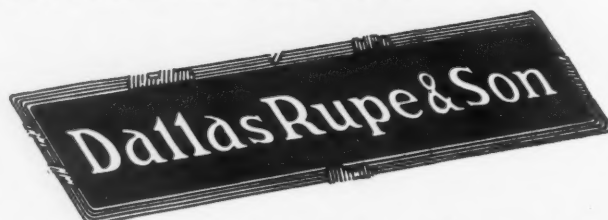
WAMIX, Inc. - Central Mixed Concrete - Dallas



According to three leading trade publications:

"PIT AND QUARRY", "ROCK PRODUCTS" and "CONCRETE"

Investment Bankers



DALLAS ★ TEXAS

RESIDENTIAL - COMMERCIAL - INDUSTRIAL



**AIR CONDITIONING
AND
REFRIGERATION
CONTRACTORS**



DALLAS AIR CONDITIONING COMPANY

1708 Cedar Springs Ave.

Dallas

Phone STerling 4451



New Agency President

Don L. Baxter, active in advertising and merchandising fields in Dallas and the Southwest for 20 years, has purchased the Dallas division of Laughlin-Wilson-Baxter & Persons Advertising Agency. The agency will now function under its new name, Don L. Baxter, Inc. New officers are Mr. Baxter, president; Roy P. Cookston, Jr., and Brooks Keller, Jr., vice presidents; Mrs. Lou Stokes, secretary-treasurer and Mrs. Joy Holley, assistant secretary-treasurer. Mr. Baxter is a past-president of the Dallas Advertising League. The Dallas agency is in the Melba Building and was established eight years ago with Mr. Baxter as executive vice president.



Advertising Supervisor

Mrs. Ruth Wimbish Nicholson has been named advertising and publicity supervisor of Southern Union Gas Company. Mrs. Nicholson will supervise creation of the company's advertising for all media and preparation of publicity material. Formerly a reporter and women's editor for newspapers in Ada, Oklahoma, and Garland, Texas, Mrs. Nicholson joined the advertising staff of Southern Union in 1948 as copywriter.



Heads Palsy Association

John Donovan of Donovan Manufacturing Company, 800 Jackson, has been elected president of the United Cerebral Palsy Association of Dallas County. Other new officers are Max R. Fortson, vice president; Cecil Higginbotham, treasurer, and Jerome H. Lane, secretary. Mr. Donovan and his fellow officers replace a temporary slate named when the association was formed earlier in the year. The association will sponsor a 15-hour continuous Celebrity Parade of Stars November 7-8 over KRLD-TV and KRLD-Radio to finance its program. Proceeds will be used directly to aid persons handicapped by cerebral palsy and brain injuries, Mr. Donovan announced.

★

Branch Office Opens. Southland Life Insurance Company of Dallas has opened a branch office at 1502 Hunt Building, Tulsa, Oklahoma. It will be headquarters for the newly-created agency composed of 33 counties in eastern Oklahoma. Southland Life now has 15 ordinary branch offices and 35 combination district offices, making a total of 50 offices serving the insuring public in the 10 states and the District of Columbia. Southland Life's total volume of insurance in force exceeds \$772,000,000. The company is among the 50 largest U.S. life companies, has assets of over \$160,000,000 and more than 1,500 employees and representatives.

★

Expands Warehouse Space. Capitol Distributors has acquired an additional 6,500 square feet of warehouse space at 1327 Dragon Street in the Trinity Industrial District. The company, which distributes appliances manufactured by the Admiral Corporation, also occupies a 27,000 square-foot building at 1030 Dragon Street.

Census Office Opens. The United States Bureau of the Census opened a new Dallas district office in Room 125 of the Government Agencies Building at 1114 Commerce. The regional offices of the bureau, located in this space previously, moved to Room 1107, Regional Supervisor James W. Stroud announced. Temporary Dallas district supervisor is Martin E. Edwards, pending appointment of a permanent head for the new office. It will serve all of East Texas, Oklahoma, and the West Texas counties formerly in the Fort Worth district.

New Parking Lot Opened. The East Grand Avenue Shopping Center has opened a new parking lot with a capacity of 120 cars. The new parking lot is located along the 5400 block of Oleander, which runs parallel to East Grand.

★

Advertising Firm Relocates. Lannan & Sanders, Advertising, has moved from offices in the Fidelity Building to newly remodeled and larger quarters in the Interurban Building, according to J. M. Sanders, head of the firm's Dallas office.

FACT

for CUSTOMERS:

■ In buying quality printing, you can't beat the combination of experience, good equipment and the *desire* to please the customer. You will find all three of these important factors at Houghton Brothers. Give us a call at Prospect 2583.



creative design

- for
- CORRESPONDENCE
 - DIRECT MAIL
 - SELLING
 - MERCHANDISING
 - PACKAGING

Tension creates envelopes that sparkle . . . envelopes that stir the urge to buy. Envelopes that package products—then help to move them off the shelf.

However you use envelopes—a Tension "Creative Design" will do its part to make your envelopes more effective. *Creative Design* is the extra ingredient that makes a good envelope better. *Creative Design*, like "Tension Inventions" (see ad below)—is another Tension Service!

TENSION ENVELOPE CORP.



Heads Oak Cliff Chamber

Roland Pelt, Dallas building contractor and former member of the City Council, has been installed as president of the Oak Cliff Chamber of Commerce. Also installed were Shelby S. Cox, re-elected legal counselor; Guy Draper, re-elected manager, and Comer Bishop, treasurer. The Oak Cliff Chamber has more than 1,500 members.

★

BEVERLY ROBERTS has been promoted from cashier to assistant manager of the Massachusetts Mutual Life Insurance Company mortgage loan and real estate office in Dallas.

★

THEO. P. BEASLEY, president of Republic National Life Insurance Company, has been elected one of 15 United States members of the World's Committee of Young Men's Christian Associations.

★

JIM BROWN, formerly an account executive with Beer & Company, and executive vice president of the Texas Junior Chamber of Commerce, has joined the business development department of the First National Bank in Dallas.

★

Formerly with The Travelers Insurance Company at Fresno, California, W. E. (NED) FRANKLIN has been named field assistant for Southland Life Insurance Company with headquarters in Dallas.

★

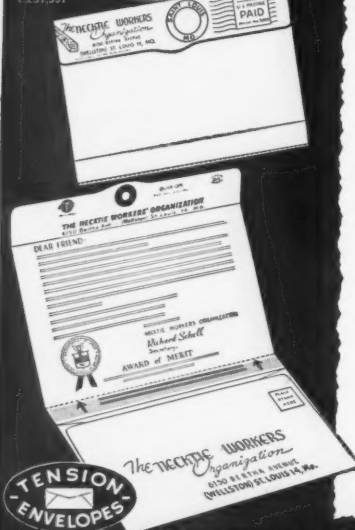
OMAR HARVEY, JR., has been appointed special representative in the public utility department of International Business Machines Company, with headquarters in Dallas.

TENSION INVENTIONS

ENVELOPES To Save You Labor, Speed Service, Help Prevent Mistakes!



Pat. No. 2,251,391



Saves Money... GOING and COMING!

The Same Envelope That Takes Your Message Out Brings Your Answer Back

This new Patented Tension Envelope combines outgoing envelope, letter or statement and return envelope in one piece that can be mailed first class—or third class.

It's simple to use—easy to understand. The person who receives it merely tears the flap off, and the return envelope is ready to bring his reply or order back.

This new "Round-Trip" envelope brings back the outgoing address complete . . . just the way you typed or printed it: Key number and all! There's no handwriting to decipher, no chance for unkeyed replies. You'll want to see a sample of this unusual envelope, so write for yours today!

TENSION ENVELOPE CORPORATION

Fort Worth 12, Texas
In Dallas Call Riverside 3049

5900 East Rosedale

Phone: LOCKWOOD 8311
310 Southland Life Building Annex



Heads Pediatric Society

Dr. Robert L. Moore of Dallas was elected president of the Texas Pediatric Society at the Society's fall clinical meeting held in Corpus Christi this month. About 150 doctors attended the two-day meeting.

★

JAMES A. SESMAN, has been promoted from assistant plant manager of The Canada Dry Ginger Ale, Inc., plant at Los Angeles to chief chemist and production manager of its plant in Dallas.

★

New general sales manager for the sportswear and dress division of the Sidran Sportswear Company in Dallas is JACK H. HUGHES, who has had 25 years experience in the retail business.

★

JAMES W. SHEPARD has been named general manager of the Industrial offices in Dallas. A native of Cisco, he was special agent and supervisor in the Federal Bureau of Investigation for 12 years.

★

JAMES W. ASTON, vice president of the Republic National Bank, has been elected national director of the Air Force Association. He has recently been put in charge of the bank's new building.

★

HARRY D. SELMAN has been named assistant executive director of the Dallas County Association for the Blind, a Community Chest agency which operates the two Lighthouses for the Blind.

★

LOUIS R. FIMIAN has been appointed transportation co-ordinator for Region Five of the Federal Civil Defense Administration, with offices in Dallas.

DALLAS • OCTOBER, 1953

Burlington's
FAST
DEPENDABLE
FREIGHT and
PASSENGER
SERVICE
links the
CITIES OF TEXAS
with the
MARKETS of the WORLD
always specify
F.W.&D.

BURLINGTON LINES *Everywhere West*
FORT WORTH AND DENVER RAILWAY
COLORADO AND SOUTHERN RAILWAY
CHICAGO, BURLINGTON & QUINCY R.R.



TECHNIPLAN

the modern solution to office arrangement that increases worker efficiency and saves space ... based on time and motion studies. See our display.



THE DORSEY COMPANY
DORSEY BUILDING • DALLAS

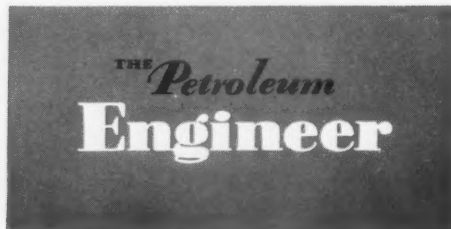
four great oil and gas magazines published under one great name . . . to provide specialized and/or all-industry coverage of the oil and gas industries



Only The Petroleum Engineer among oil publications lets the reader choose editorial matter to fit his interest . . . whether it's via a PE specialized edition, or a graphic picturization of the entire industry by PE's Combined Edition . . . a publishing plan which has made PE the leader of oil papers in paid circulation and advertising gained since January, 1949.

It is in keeping with the Dallas tradition and the spirit of Dallas' many progressive petroleum industry concerns that this new conception in publishing should come from the heart of the Southwest . . . to the oil and gas industries throughout the United States and 51 foreign countries.

Edited and Published in Dallas, Texas • P. O. Box 1589



Virginia Dupies

By Claribel Thompson

HERE'S a gal who knows that a Christmas tree is not always a sturdy creation of Mother Nature, growing on a hillside.

More often than not, if Virginia Dupies talks about one of these things in July or October instead of December, it is in connection with her job as secretary to the executive vice president of The Continental (oil well) Supply Company. And the Christmas tree she has in mind is a creation of pipe and valves and fittings which head up a completed oil well.

Such terms and many more like them are "old hat" to Virginia, who could easily author a first-rate primer on oil well drilling equipment terms. She'd have the talent for writing it to interest the lay reader, too, since she instructed in journalism at S.M.U. after receiving her B.S. and B.A. degrees there. That was during the depression years and making the transition to private secretary was not too difficult a decision.

Miss Dupies' job isn't all a matter of writing letters and greeting visitors who call on her boss, Frank I. Brinegar. She might be classed as a sort of "parade marshal" for her company since she handles detail for annual sale meetings, special parties for which Continental Supply is host, and she has been the Girl Friday to such organizations as Dallas Petroleum Club and Brook Hollow Golf Club while Mr. Brinegar served as president of those organizations. Even after his term expired, she continued as assistant secretary of the Petroleum Club for four years, so that, between this affiliation and her full-time job at Continental she knows by name most of the petroleum industry leaders of the Southwest.

Although she denies emphatically that she is the "club woman" type, Miss Dupies early realized the importance to the oil industry of the new national as-



VIRGINIA DUPIES

sociation of Desk and Derrick Clubs, composed of women in this industry. So, she became a charter member when the Dallas club was organized two years ago, and is now completing her term as second president of the group.

She points with pride to the fact that the club inaugurated its new scholarship plan for women geology and petroleum engineering students at S.M.U. during the year in which she has served as president. The first scholarship has just been awarded for the 1953-54 term.

She is also pleased with the outstanding programs served up during 1953 to the oil women who are members of this education-minded club.

"Our purpose is to promote a clearer understanding of the industry in which we work, so that it will benefit our companies and our members, has been served by speeches and programs comprising some of the outstanding oil men in the Southwest including Mr. Frank M. Porter, president of the American Petroleum Institute, New York City, who has addressed the membership.

"But it isn't all work and no play," she adds quickly. "We've had some wonderful field trips! Like the visit to the offshore drilling rig in Laguna Madre off the coast near Corpus Christi, and the all-day trip through installations and refineries in East Texas. We learned a lot, but we had fun too."

The Dallas club took an active part

in Oil Progress Week this year, as last, and has sponsored radio and television programs, in addition to window displays and speakers for civic groups on the subject of oil.

And spear-heading the activities this year was the gal from Continental who boasts of being one of the few native Dallasites in the club, although her name implies French ancestry. "That's from Fond du Lac, Wisconsin, a French community where my Father was born," she explains. "As for me, I'm a Dallasite and Texan all the way, from birth up."

That includes schooling too. Virginia was one of those Highland Park lassies who donned kilts during high school football season to perform for pep rallies and football games wherever the Scotties played during the early '30s. But she spent more years in high school than college—graduated in three and one-half years at S.M.U. Graduated in journalism, only to find her forte in the growing and glamorous field of petroleum, helping to run a company which deals in everything from snake-bite kits and safety helmets to draw-works for million-dollar drilling rigs.

And whether it is a matter of arranging for service, or sale of a derrick or drill collar, the vice president's secretary back in the Dallas headquarters of some 82 Continental stores and offices from Casper to Maracaibo can take the message or handle an order in driller's language if the "boss" is out.



PRIDE of OWNERSHIP

Ever notice how proud the man is who has a well-rounded Life Insurance program? And rightly so... for what a feeling of security he enjoys. He *knows* his children can have a college education... he *knows* there'll be ample funds for a happy retirement someday... he *knows* his family will be well-provided for should anything happen to him.

Are you sure of these things? Can you have this feeling of pride and security? If so, congratulations. And if not, see your Southland Representative now and make sure your insurance program provides for the good things of life... for both you and your family.

"Serving Since 1908"

ASSETS OVER \$158,000,000
Insurance in Force Over \$760,000,000
Paid to Policyholders and Beneficiaries
Over \$109,000,000

SOUTHLAND LIFE INSURANCE COMPANY

HOME OFFICE • DALLAS, TEXAS

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

"Let Us Solve Your Current Problems"

COMMERCIAL
CONSTRUCTION



INDUSTRIAL
REPAIRS

McClure Electric Co.

2633 Swiss Avenue — DALLAS — Phone Victor 8188



President of Engineers

M. W. Brown, engineer with the American Blower Corporation, has been elected president of the Engineers Club of Dallas. Other officers chosen were Arnold R. Mozisek, vice president; Samuel E. White, secretary, and Dewey Berglund, treasurer. George Gregerson was chosen chairman of the board of directors, to which three new members were elected: George A. Linskie, A. Ed Caraway and Frank W. Chappell, Sr.



Elected C.L.U. President

Raymond Campbell, Jr., general agent for Massachusetts Mutual, has been elected president of the Dallas Chapter of Chartered Life Underwriters for the coming year. Mr. Campbell is a six-times winner of the National Quality Award, a five-time member of the Texas Leaders Round Table and qualified for the Million Dollar Round Table in 1951. Other new C.L.U. officers named were Maurice Carlson, director of sales for Universal Life and Accident Insurance, vice president, and Henry W. DuBois, co-general agent for Minnesota Mutual, secretary-treasurer.



Receives Promotion

A. V. McMurray has been promoted to the position of sales manager of Master Tank and Welding, Dallas. Mr. McMurray has been with the firm since 1948 in the sales department of the pipe division. He has been associated with the petroleum industry since 1927. Following World War II, in which he served with the Air Force, Mr. Murray became co-owner of the Edwards Company in Tulsa. In his new position, he will be in charge of sales to all divisions of the industry where Master products are used.



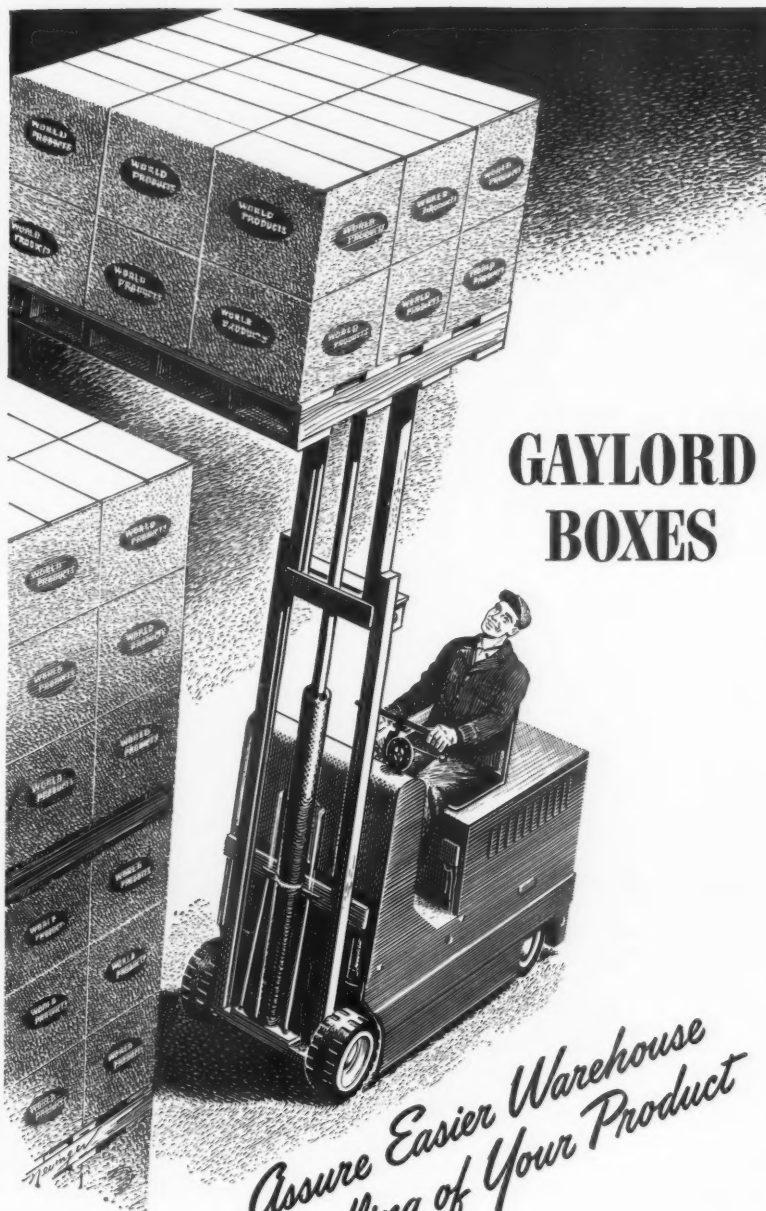
Sales Division Manager

John Bohlander has been named manager of a new Southwestern division sales office of C. A. Swanson and Sons Company, packers and producers of Ever-fresh food products. Formerly assistant advertising manager for the firm in its Omaha home office, Mr. Bohlander will be headquartered at 318 Cadiz in Dallas.

★

DOUGLAS MacMOY has been named head of a new Dallas office of Stecher-Traung Lithograph Corporation, whose main offices are in San Francisco.

DALLAS • OCTOBER, 1953



GAYLORD BOXES

*Assure Easier Warehouse
Handling of Your Product*

*It's the unseen quality
that gives you the extra
margin of safety in*

Built with exceedingly high compression strength, Gaylord Boxes eliminate "weaving" or "toppling" in storage and in transit.

That's just one more example of the economy of Gaylord controlled quality.

Your nearest Gaylord representative is ready to help you with your packaging problems. Get in touch with him.

GAYLORD CONTAINER CORPORATION
General Offices: ST. LOUIS

DALLAS: 7626 DENTON DRIVE

Phone DIXON 1733

CORRUGATED AND SOLID FIBRE BOXES • FOLDING CARTONS • KRAFT BAGS AND SACKS • KRAFT PAPER AND SPECIALTIES



IN THE LONG RUN



quality in every piece of equipment... any item of supply you buy is plus value, that definitely saves you time and money in the long run.

From thousands of manufacturers' lines, Briggs-Weaver carefully selects those products that give plus value... only 53 years experience has taught us it pays!

BRIGGS-WEAVER
MACHINERY COMPANY
Distributors of Industrial Machinery
Machine Tools • Pumps and Motors Since 1896

DALLAS — 5000 Harry Hines — JU 5311

HOUSTON — 300 S. Wayside Drive — YU-3361

FORT WORTH — 222 NORTH UNIVERSITY DRIVE — FO-5621

RIGGING, ERECTING, HEAVY HAULING

The Right Facilities to Do the Job!

20-ton Northwest Motor Crane with 100-foot boom for hoisting jobs and similar operations... Winch Trucks equipped with trailers and lowbed trailers to handle movement of all types of machinery... Hydraulic Fork-Lift Trucks for the efficient and speedy handling of machinery and other equipment... Small Trucks equipped with Hydraulic Lift Gates for economical and proper loading and unloading... 100-ton Guy Derrick for dismantling or erecting extremely heavy equipment... 10-ton Guy Derricks for lighter-weight steel-erection jobs... Portable Elevators, Stacking Machines, A-Frames and other expeditors used in conjunction with large operating equipment.

2nd Unit Santa Fe Bldg., "Home of the Santa Fe Bldg. Merchandise Mart"

ESTABLISHED 1875

G. K. Weatherred
President

C. E. Bradley
Vice-President

R. M. Waskom
Sec'y-Treas.

Dallas Transfer
AND TERMINAL
WAREHOUSE CO.

2ND UNIT SANTA FE BLDG.



Receives Printing Award

Jim Nichols, vice president of Fine Arts Litho Company, received for his company one of three first-place awards in the Printing Industry of America's self-advertising exhibit for 1953. The award, which includes a bronze statuette of Benjamin Franklin and a check for \$1,000, was given Mr. Nichols in Washington, D.C. Basis of the award was a series of self-advertising direct mail pieces called "Ideas That Make Democracy Work," distributed in North Texas by the five-year-old firm. Nichols' company, last year placed second in the same competition between United States and Canadian printing industries. The Dallas printing firm was the only award winner in the Southwest.



Forms Investment Firm

Irving Manney, New York investment securities business veteran, is the president of a new Dallas firm, the Industrial Securities Corporation. Located in the Texas Bank Building, the firm will conduct an investment business in general market securities.

ANYWHERE.. ANY TIME..

Security
WHITTIER,
CALIFORNIA
DALLAS, TEXAS

CONNERSVILLE
INDIANA

Pacific Pumps inc
HUNTINGTON PARK,
CALIFORNIA

**BOVAIRD &
SEYFANG**
BRADFORD,
PENNSYLVANIA

IDECO
BEAUMONT, TEXAS
DALLAS, TEXAS
COLUMBUS, OHIO

Slacey Bros
CINCINNATI,
OHIO

Macgovern
HOUSTON, TEXAS
GREYBULL, WYO.
MALVERN, ARK.

CLARK
OLEAN,
NEW YORK

KOBÉ
HUNTINGTON PARK,
CALIFORNIA

**DRESSER
MANUFACTURING
DIVISION**
BRADFORD,
PENNSYLVANIA

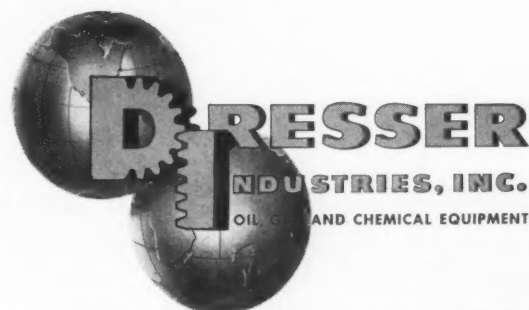
**..the Dresser Plus +
is at your Service!**

For prompt, efficient attention to your particular oil and gas equipment needs, take advantage of Dresser's "Service-Plus" **+**—the combined technical knowledge, research and experience of the Dresser Industries. When you do business with any individual Dresser company, the skill and resources of the entire Dresser group is at your service.

"One for all and all for you" — is the practiced philosophy of all operating companies that make up Dresser Industries, Inc.

Wherever you are — all of the Dresser Companies' representatives are as near as your own telephone. Use both to expedite your problems.

★ ★ OIL PROGRESS WEEK is a well-deserved tribute to the great petroleum industry. The various Dresser operating companies are happy to make the oil and gas equipment that results in OIL PROGRESS, and better living for everyone.



ATLANTIC BUILDING • DALLAS, TEXAS



smart shippers

Ship by Truck

THE MODERN WAY

Motor Freight transportation is the *modern way*, attuned to today's tempo.

1953 marks the 50th ANNIVERSARY of the Trucking Industry... an industry that has grown up along with many of the industries it now so ably serves. Yes, the Trucking Industry is your industry's best shipping friend because it knows its needs so well.

MOTOR FREIGHT LINES

Serving Dallas
AND SUPPLIERS

**MOTOR FREIGHT'S GOLDEN JUBILEE
1903 - 1953**

BEST MOTOR LINES

CENTRAL FREIGHT LINES INC.

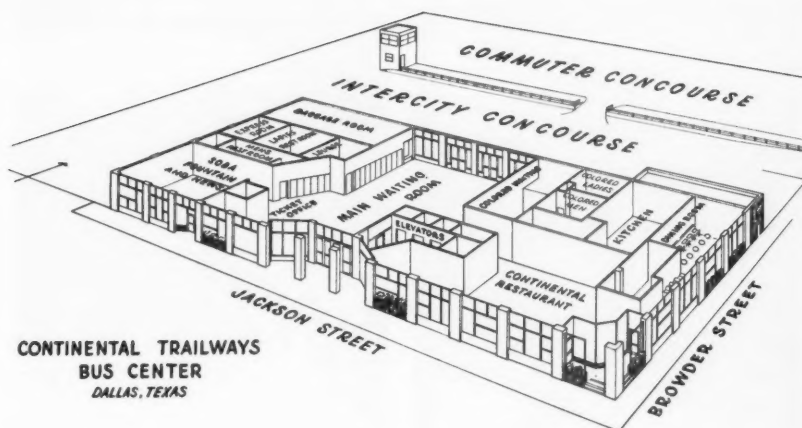
COLLINS EQUIPMENT CO. — KENWORTH

INTERNATIONAL MOTOR TRUCKS

NORTH EAST TEXAS MOTOR LINES, INC.

RED BALL MOTOR FREIGHT, INC.

STRICKLAND TRANSPORTATION CO., INC.



Trailways Improves Bus Center

Continental Trailways' bus center at Jackson and Browder, undergoing renovation and remodeling at an approximate \$500,000 cost, will be completed about mid-November, announced Assistant General Manager H. G. Bradford. Outer walls on two stories are being refaced with Italian marble, while the terminal interior is being completely modernized. Terminal improvements were designed by Mr. Bradford. Marble-walled lounges, a new drug store and soda fountain, and a new 120-seat restaurant are among the center's additions. A head-in docking arrangement will allow 15 coaches to be handled at the same time. Continental will also provide special parking areas for express shippers and taxicabs in the offstreet section on the Browder side of the building.

Dallas Bank Deposits Reach New Fall High

Dallas' 23 commercial banks reported total deposits and resources, as of September 30, at a new record high for the fall season and just below the all-time high of last December 31.

Figures compiled by the Dallas Clearing House Association showed that deposits totaled \$1,539,929,359.56 for a gain of \$161,638,643.57 over the \$1,378,290,715.99 for the comparable bank call date of September 5 last year.

Total resources amounted to \$1,710,981,406.13 or a gain of \$185,278,859.16 over the total resources reported last year.

Dallas deposits topped slightly the total reported by Houston banks.

Of the 23 banks in Dallas, 21 reported increases in both deposits and resources over the comparable bank call date last year. These increases ranged from less than \$1,000,000 to more than \$80,000,000.

★

Named Representative. The Duplication Products Division of the Minnesota Mining and Manufacturing Company has named D. N. Reed, president of Cathey Office Furniture & Supply Company in Dallas, Texas area dealer for Thermo-Fax duplicating machine.

DALLAS • OCTOBER, 1953

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION

OF DALLAS, published monthly at Dallas, Texas, for October 1, 1953.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Dallas Chamber of Commerce, Dallas, Texas; editor, Horace Ainsworth, Dallas, Texas.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Dallas Chamber of Commerce (no capital stock).

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

HORACE AINSWORTH, Editor.

Sworn to and subscribed before me this 24th day of September, 1953.

F. E. RICE.

(My commission expires June 1, 1955.)


Real Estate Firm Moves. Buford Cox & Company, real estate firm formerly located at 321 West Centre in Oak Cliff, has opened new offices at 6120 Kenwood in Northeast Dallas. Buford Cox is owner and manager of the firm.

FOR YOUR BEST
PHOTOGRAPHY
CALL SQUIRE HASKINS

Fine photographs make your
selling job easier. Our efficient
staff is ready to serve you
promptly!

SQUIRE HASKINS
Tel. ST-3223 - ST-3010
2014½ Commerce

DOCTOR
LAWYER
MERCHANT
OIL
&
INSURANCE



Business Men Prefer...

... the outstanding quality of "Mode-Maker" desks by the General Fireproofing Company of Youngstown, Ohio. Accompanied by matching chairs these modern metal desks blend dignity with the utmost in efficiency. The private office above is that of Mr. J. Z. Bessellier, manager of the Dallas Branch of Eastman Kodak Company. ... And for the finest in office furnishings, wise business men always prefer Stewart Office Supply Company.

Stewart's
STATIONERS • OFFICE OUTFITTERS

1523 Commerce • Dallas PR-8581



Starts Speaker Program

George F. Cox, Dallas fire and casualty insurance leader, appeared as a speaker at a Dallas luncheon club recently —inaugurating a new function of the Dallas Association of Insurance Agents. He is chairman of the newly-formed speaker's bureau of the D.A.I.A., organized "to provide educational and informative discussions of various aspects of insurance coverage" for luncheon clubs, civic groups and industrial groups. Mr. Cox, past president of the D.A.I.A., emphasized that "these talks are not designed to sell insurance, but are planned to provide information."

★

Six Dallas life underwriters who recently completed all five Chartered Life Underwriter examinations are RICHARD M. BROOKS, Fidelity Union Life; CLARENCE R. DARLING, JR., Institute of Insurance Marketing, S.M.U.; JEFF NICKELSON and PHILIP H. SHRADER, Southwestern Life; FREDERIC F. WIEDEMANN, Franklin Life, and RICHARD ZAVITZ, Provident Mutual Life.

★

JACK JONES has been appointed buyer for the men's shop of A. Harris & Company. Affiliated with the store for a year and a half, Mr. Jones was formerly assistant manager to Milton Threadgill, men's shop merchandise manager.

★

New partner in Southwestern Securities Company is T. FRITZ STEWART, in the investment securities business in Dallas since 1933.

★

JOHN R. BOYD has been named assistant secretary of the year-old Texas Empire Life and Accident Insurance Company in Dallas.

Friden *fully-automatic* CALCULATORS

THE THINKING MACHINE OF AMERICAN BUSINESS

Friden does more automatically
SALES • SERVICE • RENTALS

NEW FRIDENS PRICED \$400.00 AND UP

Friden Calculating Machine Agency
H. A. MEIERDING, Manager
Phone Victor 1656
3005 Gaston Avenue — Dallas
Fort Worth — Branches — Waco





Opens New Studio

Bob Veeder, associated with Squire Haskins Studio the past three years, has opened a new photographic studio, Veeder Photo Lab, at 4838 Gaston Avenue. There he will deal mainly in portrait and commercial work and custom processing. Mr. Veeder, a native of Nebraska, came to Dallas in 1948 to attend the Southwest Photo Arts Institute, where he completed two nine-months courses. During World War II, he was in the United States Army and was stationed in Korea for one year.



Gets Hotel Post

A. B. Brierton, assistant manager of the Adolphus Hotel, has been elected president of the Hotel Greeters of America, Dallas charter number 51. Mr. Brierton has been in his present position at the Adolphus for eight of his 15 years as a hotel man. Other officers who will head the Greeters are Abe Berger, secretary-treasurer; J. C. McGourik, first vice president; William G. Marlin, second vice president; A. J. Conner, sergeant-at-arms; and C. A. Closson, Gabe French, T. J. Bourland, Louis McCaffery, W. P. DeLacy, Roy Hockman and R. G. Dillard, board of governors.

When We Pave You Save!



You save money with Texas Bitulithic paving, for our paving lasts longer. The vast organization of Texas Bitulithic offers modern equipment—45 years of experience and a large staff of skilled paving engineers. Let one of our Engineer Salesmen give you facts and figures on the long-life of our paving.

- INDUSTRIAL
- RESIDENTIAL
- STREETS

ASPHALT OR CONCRETE

See us first for estimates



2121 Irving Boulevard

Phone Riverside 3531

Oil and Gas Property Management, Inc.

JOHN A. CRICHTON, President

Fidelity Union Life Building

DALLAS, TEXAS

Immediate delivery on your fixtures

Modern unitized store fixtures

we rent fixtures to sales
representatives and fair ground
exhibitors — Call for further
information . . .

• Also for your convenience
see our showroom at

Room 129 • Merchandise Mart

Klimist

STORE FIXTURE MFG. CO.
1107 JACKSON • DALLAS 2, TEXAS

Telephone RI-5260 - RI-6323

Proved Production

Advertisers who use DALLAS are indulging in no Wildcat Operation.

For more than thirty years DALLAS has occupied the sustained interest and attention of Key Executives who control the major buying power of Dallas Business.

Every year the volume of business done by DALLAS Advertisers increases — and the proven reserves of business volume and future sales production continue to increase.

The ever-rising Dallas Skyline shows there is no Pro-Ration on Dallas Business. New firms and new industries continue to build Bottom Hole Pressure at a fantastic rate.

DALLAS Advertisers are operating in a flush field of proven production. Here your sales message rides the pipe line of success to the refinery that produces sales.

★

DALLAS

Call

PRospect 8451

TOM McHALE
Advertising Manager

Business Magazine of America's
Number One Region of
Opportunity

ADVERTISERS IN THIS ISSUE

| | | | |
|--|----------|--|------------|
| ACME BUILDING MAINTENANCE COMPANY..... | 45 | J. W. LINDSLEY & COMPANY, REALTORS..... | 44 |
| ADLETA SHOW CASE AND FIXTURE MANUFACTURING COMPANY..... | 54 | LONE STAR GAS COMPANY..... | 43 |
| Agency—Tracy-Locke Company, Inc., Advertising..... | | MAGNOLIA PETROLEUM COMPANY..... | 75 |
| AIRSCO..... | 57 | Agency—Ratliffe Advertising Agency..... | |
| Agency—Parker Willson Advertising, Fort Worth..... | | MARKLE STEEL COMPANY..... | 52 |
| AMERICAN BEAUTY COVER COMPANY..... | 45 | Agency—Chuck Billing and Company, Advertising, Houston..... | |
| AMERICAN GENERAL INVESTMENT CORPORATION..... | 34 | MATTHEWS ENGINEERING COMPANY..... | 54 |
| AMERICAN IRON & METALS, INC..... | 49 | Agency—R. B. Moreland & Co., Advertising..... | |
| Agency—Russ Jurgens Advertising ASSOCIATION..... | | McCLURE ELECTRIC COMPANY..... | 64 |
| BEST MOTOR LINES..... | 68 | SAM ROSS McELREATH COMPANY..... | 52 |
| T. J. BETTES COMPANY..... | 47 | ROBERT E. MCKEE, GENERAL CONTRACTOR..... | 13 |
| Agency—Wilkinson-Schwartz & Tipton, Inc., Advertising, Houston..... | | McMATH-AXILROD CORPORATION..... | 3 |
| JACK BLAKE, JR., ADVERTISING..... | 48 | Agency—Ray Beall Advertising..... | |
| BRIGGS-WEAVER MACHINERY COMPANY..... | 66 | MERCANTILE NATIONAL BANK IN DALLAS..... | 76 |
| Agency—Taylor-Norworthy, Inc., Advertising..... | | Agency—Ratliffe Advertising Agency..... | |
| BROWN-ODELL WOODWORKING COMPANY..... | 29 | METROPOLITAN BUILDING & LOAN ASSOCIATION..... | 33 |
| CASA LINDA CATERING SERVICE..... | 30 | Agency—Ira E. DeJernett Advertising Agency..... | |
| CEDAR CREST INDUSTRIAL PARK..... | 41 | WILLIAM A. MICKLE..... | 45 |
| CENTRAL FREIGHT LINES, INC..... | 68 | Agency—Russ Jurgens Advertising..... | |
| CLOUD EMPLOYMENT SERVICE..... | 42 | HENRY S. MILLER COMPANY..... | 45 |
| COLLINS EQUIPMENT COMPANY— KENWORTH..... | 68 | VANCE K. MILLER COMPANY..... | 42 |
| COMMISSARY SERVICE COMPANY..... | 53 | MISSOURI-KANSAS-TEXAS RAILROAD SYSTEM..... | 30 and 49 |
| WILLARD CROTTY..... | 45 | Agency—Winquist-Brandon Company, St. Louis..... | |
| Agency—Ayres Compton Associates, Advertising..... | | MURRAY INVESTMENT COMPANY..... | 53 |
| DALLAS AIR CONDITIONING COMPANY, INC..... | 58 | Agency—McMains & Melton, Inc., Advertising..... | |
| Agency—James H. Susong, Advertising..... | | S. J. NADEL AND ASSOCIATES..... | 52 |
| DALLAS NATIONAL BANK..... | 55 | NORTH EAST TEXAS MOTOR LINES, INC..... | 68 |
| Agency—McMains & Melton, Inc., Advertising..... | | OIL & GAS PROPERTY MANAGEMENT, INC..... | 71 |
| DALLAS PIONEERS..... | 4 and 73 | OLDHAM LUMBER COMPANY..... | 57 |
| DALLAS POWER & LIGHT COMPANY..... | 31 | ORKIN EXTERMINATING COMPANY..... | 40 |
| Agency—Taylor-Norworthy, Inc., Advertising..... | | Agency—Beaden-Thompson-Frankel Advertising Agency, Atlanta..... | |
| DALLAS TRANSFER & TERMINAL WAREHOUSE COMPANY..... | 66 | OTIS PRESSURE CONTROL, INC..... | 2 |
| Agency—Marvin Winsett Advertising Agency..... | | Agency—Dan Goodrich Advertising..... | |
| DALLAS UNION SECURITIES COMPANY..... | 56 | J. F. PARKER & SON..... | 52 |
| Agency—Crook Advertising Agency..... | | THE PETROLEUM ENGINEER..... | 62 |
| DICTAPHONE CORPORATION..... | 44 | Agency—Ted Workman Advertising..... | |
| DORSEY COMPANY..... | 61 | PRESBYTERIAN BOOK STORE..... | 41 |
| DRESSER INDUSTRIES, INC..... | 67 | RED BALL MOTOR FREIGHT, INC..... | 68 |
| Agency—Don L. Baxter, Inc., Advertising..... | | REPUBLIC NATIONAL BANK OF DALLAS..... | 19 |
| H. W. DUNHAM & ASSOCIATE..... | 44 | Agency—Glenn Advertising, Inc..... | |
| ELECTROTYPE SERVICE CORPORATION..... | 41 | ROCK ISLAND LINES..... | 74 |
| ETHERIDGE PRINTING COMPANY..... | 56 | Agency—The Caples Company, Advertising, Chicago..... | |
| Agency—E. J. Robinson, Advertising..... | | ROGERSNAP DALLAS BUSINESS FORMS..... | 36 |
| EVANS EMPLOYMENT SERVICE..... | 48 | Agency—E. R. Henderson & Associates, Advertising..... | |
| FIRST NATIONAL BANK IN DALLAS..... | 6 | RALPH ROSEN ASSOCIATES..... | 48 |
| Agency—Rogers and Smith Advertising Agency..... | | Agency—Russ Jurgens Advertising..... | |
| J. N. FISHER..... | 45 | EDD ROUTT..... | 44 |
| FORREST AND COTTON, CONSULTING ENGINEERS..... | 44 | DALLAS RUPE & SON..... | 58 |
| FORT WORTH AND DENVER RAILWAY..... | 61 | Agency—Taylor-Norworthy, Inc., Advertising..... | |
| Agency—McBride Advertising Agency, Fort Worth..... | | RUSSELL COMMERCIAL FLOOR COVERINGS..... | 29 |
| FRIDEN CALCULATORS..... | 70 | SCHLUMBERGER WELL SURVEYING CORPORATION..... | 57 |
| FRISCO RAILWAY..... | 40 | Agency—Rivers, Dyke and Company, Advertising, Houston..... | |
| Agency—Warner, Schulenburg, Todd & Associates, Inc., St. Louis..... | | SOUTHERN TRUST & MORTGAGE COMPANY..... | 51 |
| GAYLORD CONTAINER CORPORATION..... | 65 | SOUTHLAND LIFE INSURANCE COMPANY..... | 64 |
| Agency—Oakleigh R. French & Associates..... | | Agency—Ira E. DeJernett Advertising Agency..... | |
| GENERAL AMERICAN OIL COMPANY..... | 35 | SOUTHWESTERN BLUE PRINT COMPANY..... | 44 |
| JACK GERING, C. I. U..... | 55 | SOUTHWESTERN LIFE INSURANCE COMPANY..... | 29 |
| GREAT NATIONAL LIFE INSURANCE COMPANY..... | 51 | Agency—Crook Advertising Agency..... | |
| THE GUIBERSON CORPORATION..... | 50 | SPARKMAN-BRAND, INC..... | 53 |
| Agency—Rogers & Smith Advertising Agency..... | | STEWART OFFICE SUPPLY COMPANY..... | 70 |
| FELIX HARRIS & COMPANY..... | 27 | Agency—Grant Advertising, Inc..... | |
| Agency—James H. Susong, Advertising..... | | STRICKLAND TRANSPORTATION COMPANY, INC..... | 68 |
| SQUIRE HASKINS..... | 69 | SUN OIL COMPANY..... | 23 |
| HAUGHTON BROTHERS..... | 59 | Agency—Ruthrauff & Ryan, Inc., Advertising, New York City..... | |
| HINTON & LOCKE, INC..... | 44 | SYLVESTER'S DISPENSING OPTICIANS..... | 33 |
| HUDSON & HUDSON, REALTORS..... | 33 | TENSION ENVELOPE CORPORATION..... | 60 |
| HUMBLE OIL & REFINING COMPANY..... | 25 | Agency—R. J. Potts, Callins & Holden, Advertising, Kansas City, Missouri..... | |
| Agency—Wilkinson-Schwartz & Tipton, Inc., Advertising, Houston..... | | TEXAS BITULITHIC COMPANY..... | 71 |
| HUNSAKER TRUCKING CONTRACTOR, INC..... | 24 | Agency—R. J. Burke Advertising, Inc..... | |
| INDUSTRIAL PROPERTIES CORPORATION..... | 45 | TEXAS DELIVERY SERVICE..... | 26 |
| Agency—John Peyton Dewey..... | | Agency—James H. Susong, Advertising..... | |
| INTERNATIONAL MOTOR TRUCKS..... | 68 | TEXAS EMPLOYERS INSURANCE ASSOCIATION..... | 46 |
| RUSS JURGENS ADVERTISING..... | 45 | Agency—Ira E. DeJernett Advertising Agency..... | |
| KLIEMIST STORE FIXTURE MANUFACTURING COMPANY..... | 71 | TEXAS OFFICE FURNITURE COMPANY..... | 54 |
| Agency—Marshall Jacobs Advertising Agency..... | | Agency—Russ Jurgens Advertising..... | |
| KOCH & FOWLER, CONSULTING ENGINEERS..... | 51 | TEXAS REFRIGERATION & ENGINEERING COMPANY..... | 49 |
| LANDAUER AND SHAFER, CONSULTING ENGINEERS..... | 56 | THOMAS OPTICAL COMPANY..... | 56 |
| | | Agency—Dicklow Advertising Agency..... | |
| | | TRANSPORTATION ADVERTISING SALES, INC..... | 37, 38, 39 |
| | | THE TRANSPORTATION PRESS..... | 38 |
| | | WAMIX, INC..... | 50 |
| | | Agency—Taylor-Norworthy, Inc., Advertising..... | |
| | | HOWELL H. WATSON..... | 54 |
| | | WRATHER PETROLEUM CORPORATION..... | 56 |

Dallas PIONEERS



Established

1869 Padgitt Bros. Company

Leather Goods—
Wholesale and Retail

1872 Dallas Railway & Terminal Co.

Street Railway

1872 Huey & Philp Company

Wholesale

1875 Dallas Transfer & Term. Whse. Co.

Warehousing, Transportation,
and Distribution

1878 National Bank of Commerce

Banking

1884 The Dorsey Company

Printers—Lithographers
Stationers—Office Furniture

1889 Austin Brothers Steel Co.

Steel for Structures of Every Kind

1889 J. W. Lindsley & Company

Real Estate and Insurance

1896 Briggs-Weaver Machinery Co.

Industrial Machinery
and Supplies



Established

1893 Sparkman-Brand, Inc. Morticians

Originally, Loudermilk,
Broussard and Miller

1893 Fleming & Sons, Inc.

Manufacturers—Paper
and Paper Products

1900 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Deere Plow Company

Agricultural Implements

1904 T. A. Manning & Sons

Insurance Managers
Fire—Casualty

1906 Hesse Envelope Company

Manufacturers of Envelopes
and File Folders

1910 Moser Co. Realtors

Industrial and Commercial
Leases and Sales

1911 W. W. Overton & Co.

Food Brokers

1912 Stewart Office Supply Company

Stationers—Office Outfitters

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation
Insurance

LOWER Commerce Street of 60 years ago had an almost rustic atmosphere, as shown by the above 1893 photograph.* Horse-drawn vehicles, standing and in motion, on the wrong side of the street indicate low traffic density and lackadaisical enforcement. Padgitt Brothers, shown on the right, had been serving Dallas almost a quarter century. Across the street, the site now occupied by the Dallas Chamber of Commerce was either vacant or occupied by a small home. In the right background looms the minaret of the Oriental Hotel and across the street the towers of the Dallas City Hall. At that time one of the largest distributors of buggies and buckboards in the nation, Padgitt Brothers occupied an important part in providing equipment for horse-drawn transport. Founded in 1869 by Jesse D. Padgitt, one of Dallas' early terminal merchants, Padgitt Brothers was first located on the Court House Square. Padgitt grew with Dallas as a manufacturing and distributing center, and in the heyday of the horse, Dallas was the largest center of harness and saddlery production in the nation. Today, in its eighty-fourth year in Dallas, Padgitt Brothers occupies the same location shown in the picture, now in the midst of a bustling wholesale district. Padgitt Leather Goods are still the standard of quality in the Southwest and the third generation of Padgitts directs the destiny of this pioneer Dallas firm.

*From the Archives of the Dallas Historical Society.

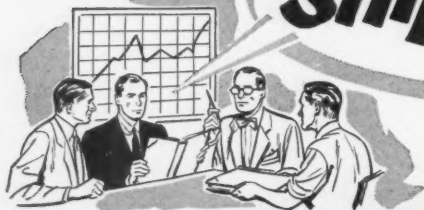
Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



More and more,
you hear the words,

"Ship it ROCK ISLAND"



Why do so many shippers favor the Route of the Rockets? Here are a few of the reasons:



Icing Facilities. Modern facilities, such as those shown here, enable Rock Island to keep fruits and vegetables in perfect condition. A 100-car train can be iced here at a sitting!



L. C. L. Package Cars. Talk about preferred treatment! Under the Rock Island Package Car System your L. C. L. shipments travel in sealed cars to break-up points... less chance for loss or damage.



Freight Classification Yards. Nothing but the finest for Rock Island patrons! This modern, time-saving, automatically-controlled classification yard is at Kansas City, where up to 4,000 cars are handled daily.



Port Facilities. In the Gulf Ports of Houston, Texas City and Galveston, Rock Island is known for its train-to-ship and ship-to-train service. Exporters and importers welcome it—the connecting link with all the world!

For complete information consult any Rock Island representative or
ALBERT F. HATCHER, Ass't Gen'l Freight Agent
Rock Island Lines, Corner of Commerce and Field Streets
Phone: RAndolph 4164
Dallas 2, Texas

Rock Island Lines

Royalty is a Servant in the Southwest...



AND it serves with a democratic touch, for *all* the people of the Southwest—both landowner and city dweller—receive a royalty from the production of oil.

When an oil company discovers and develops oil, the landowner, in addition to his lease payments, customarily receives a royalty equal to one-eighth of all the oil produced. This extra income helps many a farmer and rancher through the lean years, and in good years it may be saved and invested to the enrichment of the whole area. In one Southwestern state, these royalties amounted to some \$400,000,000 last year. And there were countless more millions paid in leases, bonuses, and rentals.

But there is another, *hidden* royalty that is even more important, for it is far larger and it reaches every person in these oil producing states. Oil companies pump *billions* of dollars into the econ-

omy of the Southwest each year. In Texas, for example, oil company taxes pay $\frac{1}{3}$ of the entire cost of running the state government. Without the oil companies, that revenue would have to come from other sources... part of it from you.

Add to their taxes, the oil companies' payrolls and supply purchases, and it becomes plain that while direct royalties are a powerful servant, the hidden royalties are a veritable giant serving the Southwest.



MAGNOLIA PETROLEUM COMPANY

Public Library

St. Louis 4, Mo.

I-P

Herbert Philbrick,
left, shown with
Richard Carlson



"I LED 3
LIVES"

SUNDAYS, 9 p.m. WFAA-TV, Channel 8

This exciting new television show, being presented by Mercantile National Bank, is based on the activities of a Counterspy. It brings to light many shocking truths about Communism in America. Be sure to see it on Sunday evenings at 9 p.m. on WFAA-TV, Channel 8. The series stars Richard Carlson with other top Hollywood talent. Stories are based on the actual experiences of Herbert Philbrick, who for nine nerve-wracking years, posed as a Communist while reporting daily to the F. B. I. The climax of Philbrick's years of counter-espionage came when the government used him as a surprise witness in the celebrated trial of the "Eleven Communists" before Judge Harold Medina. Be sure to watch this intriguing adventure series.

Mercantile National Bank

